ONE TO MANY

THE SECRETS TO WEBINAR SUCCESS

JASON FLADLIEN

PUBLISHING

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ONE TO MANY
The Secrets to Webinar Success

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Dedicated to every salesperson who makes this world wonderful.

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Note: Get your free webinar goodies and bonuses at http://webinarextras.com

FOREWORD

BY JOE POLISH

I believe Jason Fladlien is the best webinar presenter on the planet. Not only that, I'd put him in the top five marketers currently living. As the founder of Genius Network—the highest-level group for entrepreneurs to connect, contribute, and collaborate—many describe me as the most connected guy in the business world.

I've seen what Jason can do firsthand. His webinar pitch for selling our Genius Webinars program made many people lots of money. What I mean is the advertisement itself, with or without them investing in the program offered at the end—produced hundreds of thousands of dollars of results for more than one person in my network.

When we kicked off the first live, in-person training for

Genius Webinars at my office, I watched as Jason lead some of the top experts in a variety of industries through two days straight on the ins and outs of every facet of his webinar system.

That training—and this book that you hold in your hands—is deceptive. You think you're learning about webinars, but I've seen many of people in Genius Network apply it to many other areas of their business, too.

Jason's understanding of good, value-added marketing is off the charts and, as a result, seems to work wonders in any business where value is being cultivated.

We sold out a full room on the initial training, where each person paid $5,000 to attend, for getting a live demonstration and guidance through the same materials you are receiving in this very book. Nothing is held back.

It's been an honor to work with Jason as a business partner, and I also consider him a dear friend.

In my office, I have a quote from Gary Halbert that says, "Anything in this world can be solved with the right sales letter." In modern day, what is the best sales letter for most businesses?

It's a webinar.

You'll be delighted how far and wide this book will go for showing you how to use webinars to grow your business and life experience to new heights.

PREFACE

I'm known as the webinar guy. I don't know if I'm the best in the world at creating and delivering webinars, but a lot of important people say that I am, so who I am to argue?

Certainly, my results speak for themselves.

A webinar is not always the best way to make a sale. You don't sell iPhones through webinars. When Kim Kardashian endorses something, she does it via social media, not through webinars.

To truly unlock the power of what webinars can do for your business, you have to first understand what makes webinars powerful.

- **Condense the sales cycle:** If it normally takes you seven to ten days to get a stranger to go from cold to sold, a

webinar can often accomplish the same transformation in two hours or less.

- **Educate and sell in one sitting:** Purchases occur emotionally, and emotions are felt in the moment. If we can educate them about making better choices related to whatever they desire, and then in that moment show them how buying is the best choice of all, we win big.
- **Provide value within the pitch:** Most advertisements don't have the luxury of giving value and then trying to sell you on why you should buy from them. In fact, most advertisements are nothing more than annoying interruptions. The webinar is an advertisement, but one that has intrinsic value.
- **Can be event-based:** There is a difference between listening to your favorite artist on iTunes and seeing them in concert. The concert is an event. Webinars can also be live events, or at least have the feeling of being an event, even if they are pre-recorded.

If you sell something that doesn't have a sales cycle beyond an impulsive yes or no, a webinar will most likely be wasteful.

If your product doesn't benefit from providing value within an educational context to the customer, the webinar will only get in the way of the sale.

No need to have pomp and pizzazz surrounding your products or services? Skip the webinar.

However, you'll find that in most businesses, especially ones that truly offer meaningful products and services, the webinar is the tool to use. This is why more and more people are looking at learning how to use webinars to sell products that truly matter.

Here is where webinars just flat out beat everything else:

- **High-ticket goods:** If you're selling something for $2,000 or more, conventional wisdom will tell you that you need multiple touch points to prove your worth and to create a strong relationship with rapport before making the sale. Webinars done right can often sell higher-priced goods all by themselves, and will assist and aid any other point in an already-existing sales process.
- **Superior products:** Shockingly, average products have an advantage over superior products in the marketplace. Why? Truly superior products often cost more to manufacture. They also require the customer to have a deeper understanding to why the product is better. The webinar is a great vehicle to demonstrate that superiority.
- **Product launches:** If people feel they are part of something greater than themselves, that has inherent value independent of whatever they are purchasing. If you're in an industry that can or does benefit from a product launch, adding a webinar (or two or three!) can skyrocket the results. A webinar in a product launch is like gasoline on a fire.

- **Backend sales:** The most challenging and expensive sale you can make is to a first-time customer. The other two ways you increase revenue in your business is to get existing customers to spend more per transaction, and/or to generate more transactions. It's easier to reach existing customers (especially if you put them on an email list). If you served them well, they have a favorable view of you, too. The most profitable time to use a webinar is to an existing customer base.

I started doing webinars back in 2008. Not only was I one of the first to use webinars to sell, I was the first to exclusively build all my techniques around it. I've written hundreds of unique webinar presentations. I've generated hundreds of millions of dollars through webinar techniques for myself and for others. I've spent tens of thousands of hours thinking about webinars, preparing for webinars, doing webinars, analyzing webinars, scripting webinars, and teaching about webinars.

I know some serious black belt techniques. I also know you don't teach a toddler the tango.

Here's the good news: you only need to be a fraction as good as I am at webinars to do even better financially from webinars than I have done. My mastery of webinars came at a cost. Every minute I spent becoming a webinar black belt was a minute I couldn't spend doing anything else.

If you've spent your time building up a seriously powerful product, or an amazing company, or a dominant position in a marketplace—and you marry my webinar framework to it—*oh boy!*

For most businesses, simply having a semi-cohesive webinar in place will put you leagues ahead of the competition who don't use webinars at all. Or if they do, it's a bastardized version of what a webinar should be.

I am not going to teach you every little webinar magic trick. My goal here is simple. I want to give you an approach you can easily understand, pick up, and run with. I want to give you something that the first time you use it, can positively impact your business and your bottom line. I want to give the most coverage for the most situations, with the least amount of effort or competence on your part.

The reality is most of your competition doesn't even know how to walk on their own when it comes to webinars. While this book won't teach you to tango, it will teach you to walk, run, skip, and jump your way to millions more in revenue that would probably otherwise remain unclaimed. And you'll do it all while giving the customer a superior experience and outcome.

Before we dive into the webinar framework, I want to show you what's possible with it.

INTRODUCTION

I had finally arrived.

There I was, staring at the affiliate leaderboard at cart close. My company, Rapid Crush, stood atop that leaderboard. Total sales were $9,894,008. Second place "only" had $1,921,552. We were a cool $7,972,456 ahead of the second-biggest promoter.

The key difference? I used *webinars*.

To think it all started just eight years ago in a one-bedroom apartment I shared with my father. It's a business I built off my $12-an-hour salary painting houses. I'd wake up early and work on my online business. Then I'd go paint. I would come home and work on my online business until I feel asleep.

Now here I was, looking at almost $10 million in sales in eight

days. A far, far cry from the first money I made in my online business, which was $4.50 to write a 400-word article about buckwheat pillows. A far cry from the first product I ever sold on November 12, 2007, for $4.

I ended up here in the most pinballed, roundabout way. In 2003, I was crippled from anxiety attacks, which also, for some strange reason, caused me to become agoraphobic (fear of open spaces). I didn't leave my house much, if at all.

I stayed home and did what I always did—I wrote and produced rap music. Outlandish, right? The most talented musician I ever met—a guy named Fran who I swear is Jimi Hendrix reincarnated—inspired me to turn my music from a passion into something that could change the world. He had also been a Hare Krishna monk, and because of him, I picked up a copy of the *Bhagavad-Gita As It Is*. The philosophy changed me somehow. I saw an immediate decrease in anxiety and panic attacks. More smiles and laughs were showing up in my life. I enjoyed a zest for going out and changing the world.

I spent the next few years (if I wasn't chanting, reading scripture, or making offerings to the deities) writing, producing, performing, and hustling to get my music career off the ground.

I spent every dime and all the time I had and ended up a miserable failure.

At the time, I had my music on CD Baby because it was the only way an independent musician could get on iTunes. The creator of CD Baby, Derek Sivers—though he has no idea—completely altered the course of my life.

He sent out an email one day, linking to a blog about productivity authored by Steve Pavlina. This was my first true, impactful exposure to the concepts of time management and personal development. It fascinated me.

It's a small step from self-help to business education, and that's where I went next. I got a book—*Guerilla Music Marketing,* by Bob Baker—to help me get my music out there. I discovered he learned how to market from Dan Kennedy, so I quickly bought as much of Dan's stuff as I could afford.

From all this, I learned the importance of marketing. How good you are can only truly be experienced after someone has bought from you. Before that, they can only rely on perception and impressions. Marketing is the vehicle that can help shape those perceptions and impressions.

The only problem—I was broke! Having to spend money on food and rent was getting in the way of my music career. I did what any shameless person would do in my situation—I moved back in with Dad (*love you, Dad.*). I let him pay for rent and feed me while I figured out a solution that would make me money in the short term. I used that to fuel my music business.

My plan was a spectacular exercise in naivety. I was going to use marketing to make money on the Internet—and not a little, a whole bunch—and pour that capital into my music business.

Those pitches were just too good though. I needed money to buy the courses to teach me how to make money. That's when I took a day job painting houses. Talk about a convoluted plan: I worked as a painter to finance my get-rich-quick product purchases to finance my get-rich-quick schemes to finance my music career as a *rapper from Muscatine, Iowa*!

I wasn't expecting to be seduced by the concept of marketing itself. It was the psychology that fascinated me. Specifically, consumer psychology. I went to school at Iowa State for a semester and a half studying psychology before I dropped out—but this type of psychology was different.

Marketing—not the marketing of music, or the marketing of a widget, but *marketing* in its purest form—charmed me, mesmerized me, called to me. I was going to figure out how to master marketing, and I would do *nothing* else—no music, no monkhood—just marketing. Then, when I figured that out, I'd move on.

I made $9,894,008 in sales over an eight-day period just eight years later, mostly due to the webinar framework that this book is all about. I finally felt for the first time that maybe

I was beginning to understand on some small level what marketing was about. I still have a lot to learn, but I had finally arrived.

HOW TO CONSUME THIS BOOK

The first time you read this book, you'll find yourself in one of three situations:

1. You've never done a webinar before.
2. You've done a few webinars, but they're not a serious part of your business yet.
3. You're a webinar pro.

If you're a webinar "virgin," I recommend you first read this book cover to cover and just take it all in. Get the full picture first, for context. Then go back the second time with an eye for action and implementation.

If you've done a couple webinars already, then I still recommend you read this book all the way through the first time, but with this caveat: when you come across something you think would make your webinars much better, make a note of it. By the time you're done with this book, you should have a list of immediate action items you can execute to punch up an existing webinar, without having to go through the whole book again.

If you're a webinar pro, feel free to skip around to specific sections, because in your case, one little tweak can make immediate money. You probably know a part of an existing webinar right now you'd like to punch up. So go ahead and jump directly to that section, dive in, and implement immediately. Then go back and read the whole book after you get some instant wins.

Note: I've put together several resources to help assist you with getting the most out of this book. To access these resources, go to http://webinarextras.com

SECTION I

THE FRAMEWORK

CHAPTER ONE

OVERVIEW OF THE FRAMEWORK

Once you understand there are only four distinct sections to almost every webinar you will do, life becomes easier. These four sections are:

1. **Introduction:** Hook them in and establish your authority as having the solution to their problems.
2. **Content:** A demonstration that you can provide said solution while fostering commitment from them to do what is necessary to get that result.
3. **Transition:** How to connect what they just learned to a solution they can invest in, which will give them a greater chance of success while diminishing the challenges they would normally face without that solution.

4. **Close:** How the offer you have is worth far more to your audience than the money required to get that offer.

If you were to systemize the webinar process, you could take each of these sections and break them down with their own specific goals and purposes that, when combined, leads to the highest number of purchases.

While I will present each section to you in chronological order, I rarely create my webinars that way—nor do I recommend you do.

For example, the introduction section is usually the last section I'll write. Why? Simple—I have no idea what I'm introducing until after it's been created.

Usually I find myself scripting either the content or the pitch first. These days, I make that decision based on gut and instinct, but in the past, it was based on any and all of these factors:

- **Excitement:** What you're most jazzed up about is a great place to start, because people buy on emotion. If you bring emotion into the webinar process during its creation, it can be contagious to your audience.
- **Ease:** If I'm still unclear of what my content is going to be about, yet I can't wait for inspiration to hit me, I'll start working on the pitch section first.

- **Evident:** Some webinars lend themselves better to starting first with the content or with the pitch. Don't feel you have to create your webinars linearly just because you present them linearly.

Which leads me to my next point: your webinar is never actually finished.

DOING WEBINARS IN THE REAL WORLD

You know what's better than the best webinar that isn't ready to put in front of a customer? The worst webinar that *is!*

In the real world, you have payroll to meet, you have customers to serve, you have staff to manage, you have deadlines, deadlines, deadlines, and if you don't meet deadlines then you're *dead*. Plain and simple.

My framework is meant to be used in the real world. So with 20 percent effort, you get 80 percent of results. If you can't make your offer work at that 80 percent, you're screwed. Besides, real webinar optimization occurs *after* you've put it in front of real people who can spend real money.

That's why I recommend you think of your webinars in stages.

The first stage is *shippable*. You have something decent enough to put in front of somebody. The tighter the dead-

line, the less I focus on the introduction and transition, and the more I focus on the pitch and content section.

After you get it shippable, then you can move to the second stage—*polishing*.

This is where you go to each section and ask questions like, "Can I show them instead of just tell them this?" or, "What emotion should they be feeling here and are they?" or, "Does this land with as much impact as it should?"

The third stage is where the real money is made—*recalibration*. To illustrate, let me give you an example. In 2010, I co-created a product with Wilson Mattos, who would later become my business partner at Rapid Crush. This product was called WP Twin, and it allowed you to "clone" WordPress sites.

Prior to that, there was nothing in the market we were reaching that was known for doing this, and the only things aimed at this market were "backing up" WordPress blogs.

If you stop a true, blue-blooded entrepreneur on the street and ask them how excited they are about backing something up, they're probably about as excited about that as a root canal. But ask them how excited they are about making more money. It would probably be higher up on their list than sex.

That's what I knew going into the webinar pitch, where I was

to sell this software for $67. I was certain we had a winner going into the webinar—until I did the webinar.

When the webinar was over we had sold around $5,000 in product. What a colossal failure!

Or was it? I had seen something during the webinar. People were falling over themselves excited about what I was showing them, but they got lost in the technology of it. I had confused them, and a confused mind rarely says "yes." Even better, I could see exactly (based on the real-time feedback I was getting since this webinar was being done live) where I lost them.

Wilson and I analyzed that one tiny section where we had lost them, spent a few hours working on it, then came back to the *exact* same audience we had just tried and failed to sell it to a few weeks ago.

The results this time? Over $100,000 in sales by the time the webinar ended. And we got *many, many more* sales after that.

On the back of that one webinar, we launched a multimillion-dollar software business and WP Twin still makes sales to this very day.

Perhaps the single greatest thing a webinar can do for you is allow you to feel, experience, see, and adjust based on

what happens during the webinar. Get it shippable first, then polish it up until the moment you debut it, then recalibrate it based on how the audience interacted with it.

As you read this book, you'll see how my framework simultaneously allows for rapid deployment of webinars in a shippable state, makes them easy to polish, and most importantly, gives you the best clues for how to recalibrate once you put it out there.

Note: If you'd like to get my webinar "placemat" in digital format, which shows you at a glance each and every element in each and every section of the webinar, make sure to hit up http://webinarextras.com

CHAPTER TWO

AN INTRODUCTION TO THE INTRODUCTION

I want you to imagine you have an uncle who is broke, several times divorced, obese, and giving you life advice. For most of us, we don't have to imagine that. We already *have* that uncle.

He might, in fact, have the most appropriate and best advice for you in your life right now, but you probably won't listen to him. Why? He is incongruent with his own advice!

The introduction is where you establish congruency as quickly as possible.

You never start a webinar with a blank slate. The people you are about to present to have *already* formed an impression of you before you even open your mouth.

If they're previous customers of yours and you did a reasonable job of serving them, they probably have a favorable impression of you.

If they're complete strangers, they probably have an unfavorable impression of you, because it's unlikely you're the first person they've ever been on a webinar with.

Here's the reality—most webinars suck. They are painful, boring, tedious, tiring, and unorganized.

When you do a webinar, people are expecting you to be like every other webinar presenter and presentation they've seen before.

It doesn't end there though. It's not just you we're dealing with here. It's also your topic. The audience is already predisposed to feel a certain way about your topic, which is usually *cynicism*, if you're lucky!

Most people attend webinars because they are desperate to solve a problem and haven't had much success with the solutions they've tried previously.

Usually the people who are overweight or *think* they are overweight attend weight-loss webinars. Usually the people lacking something in their love relationship attend intimacy webinars. Usually those lacking money attend make-money webinars.

This is why the introduction is important. We're going to have to meet them where they're at first before we can take them where we want them to go. You have to, as fast as humanly possible, position yourself as the foremost authority and most trustworthy source as it relates to the solution they desire.

Fortunately, I've systemized how to do this. I even take it a step further—I *foreshadow* the sale in the first few minutes, often without the audience even being aware of it. Not only do I engage them in the moment, but I also make them more likely to want the offer without even knowing about the offer.

How do we accomplish all this in just a few short minutes in the introduction? By making sure as many of the following elements are present as possible:

1. Cement your status as the authority
2. Create commitments
3. Handle objections in advance
4. Foster hope for the future
5. Create mystery and intrigue

Let's break down and provide technique for each before showing you how to put them all together.

CEMENT YOUR AUTHORITY STATUS

People trust doctors even though doctors have been reported

as the third leading cause of death in the United States. Why? Doctors are positioned with massive authority.

You know who people trust more than doctors? Celebrities. Jennie McCarthy did more for the anti-vaccination movement than any doctor ever did. For whatever reason, our society places a high amount of authority on what celebrities do and say.

You know who they trust more than celebrities? Doctor celebrities. Just ask Dr. Oz. On the back of his authority alone, he has created massive new industries in health, virtually overnight.

These are the four elements I find that lend themselves best to getting powerful authority status as quickly as possible on a webinar:

1. **Results:** What have you been able to accomplish personally that is remarkable and out of the ordinary?
2. **Positioning:** What about you could you show that would be impressive and set you apart from others they may compare you to?
3. **Celebrity:** Do certain people in your field or in general think you're a big deal? Can you prove it?
4. **Testimonials:** If you promise to help those on the webinar, who have you helped with this same thing before the webinar?

Now, a further analysis is in order.

RESULTS

Notice how, at the beginning of this book, I let you know about my $9,894,000 accomplishment? That's how I established authority ASAP. On a webinar, I would show it visually, like in figure 1.

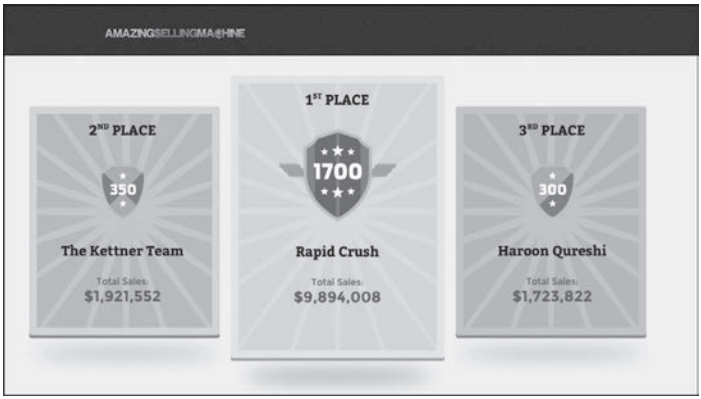


Figure 1. Amazing Selling Machine 5 Affiliate Leaderboard

These results, while impressive, happened in 2015. They are what I refer to as historical results. You should always have the *best* results possible, and show those results in your introduction. But it should not be the only results you show.

You should also show, if possible, an impressive recent result. In this case, if I were doing a webinar on webinars, I would show the result in figure 2.

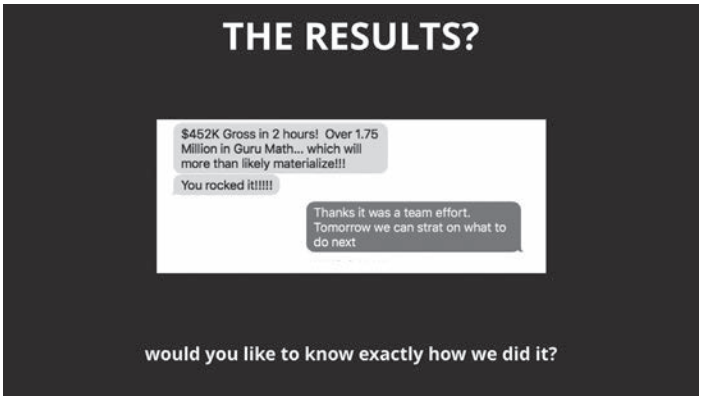

THE RESULTS?
$452K Gross in 2 hours! Over 1.75 Million in Guru Math... which will more than likely materialize!!!
You rocked it!!!!!
Thanks it was a team effort. Tomorrow we can strat on what to do next
would you like to know exactly how we did it?

Figure 2. Text message between Wilson Mattos and Jason Fladlien

When I started working on this book, we had just done a webinar that ended up billing out at $1.7 million dollars. That's a recent result from a webinar that would prove not only was I good in the past, I am still good in the present.

Just as important as your own results is how you show them. In figure 1, I showed the actual leaderboard, not a slide with numbers I typed out. In figure 2, I showed a text message exchange with my business partner, who was updating me on sales numbers *during* the actual webinar.

You'll hear me say this time again—show *and* tell. Not just tell.

As much as possible, present your proof in the *real world*, even if it's not that pretty.

It's not enough just to have proof—you have to have believable proof, and you have to *show* it in a meaningful way. But

if all you do is provide your own results, that makes people think that you can achieve it, but it doesn't necessarily get them to believe that *they* can do it. We need more.

POSITIONING

In the introduction for my webinar on webinars, I also use the slide in figure 3.

"MY LIFE CHANGED EXTRAORDINARILY WHEN I MET JOE. I'M A FAN, A FRIEND, AND BROTHER OF JOE POLISH AND A HUGE FAN OF GENIUS NETWORK..."
PETER DIAMANDIS
November 3rd & 4th, 2017 at the Montelucia Resort in Scottsdale, AZ
THIS WILL BE THE ONLY TIME THIS YEAR THAT THIS EXTRAORDINARY GROUP OF BEST SELLING AUTHORS, MEDIA ICONS, BUSINESS EXECUTIVES, AND ENTREPRENEURS WILL GATHER AND CONNECT. HERE ARE JUST A FEW OF OUR CONFIRMED SPEAKERS...
DAN SULLIVAN
CRAIG BALLANTYNE
BEDROS KEUILIAN
TOMMY ROSEN
GABOR MATE
JASON FLADLIEN
AND MANY MORE... HOSTED BY JOE POLISH
2017 GENIUS NETWORK ANNUAL EVENT
REGISTER TO ATTEND
WWW.GENIUSNETWORKEVENTS.COM
PLEASE TURN OVER ---
DUDE that is awesome!!! AGHGHGHGHHGHGHGH. I'm here at my daughter's cheerleading practice and I just yelled out in excitement and now all the cheer moms are looking at me weird haha

Figure 3. Slide from Genius Webinars sales webinar

Actually, this one isn't even fair because it does *both* positioning and celebrity.

Yet even ignoring the celebrity, the positioning is clear: I'm a speaker at a $10,000 per person event that attracts the highest level of entrepreneurs on the planet, and I'm the guy they bring in to teach about webinars.

To understand how powerful that positioning is, let's explore the concept of positioning more deeply.

Positioning is putting yourself and the information you share in relation to what you already know about the audience.

It's one thing if I show *you* that I'm speaking at the 2017 Genius Network Annual Event. You may or may not have heard of it. You may or may not have ever been.

However, when I do this pitch to Joe's customer base, probably 99 percent of the audience had not only heard about it, but also wanted to come and either couldn't come up with the money *or* didn't qualify for the event. More than 1,000 people apply, and they only accept 300.

This is a subtler aspect of positioning. Not only am I positioning myself side-by-side with Dan Sullivan (the number one coach to entrepreneurs in the world) and Peter Diamandis (who in 2014 was named among *Fortune*'s Top 50 World's Greatest Leaders)—I'm also positioning my worth toward that *objective* $10,000 price tag.

Positioning Then-And-Now

You should also consider positioning yourself to be relatable to your audience. The best way of doing that is to show how you came from where they are now coming from.

When I did my webinar on webinars to Joe Polish's audience, this was part of my introduction.

Figure 4. Slide from Genius Webinars sales webinar

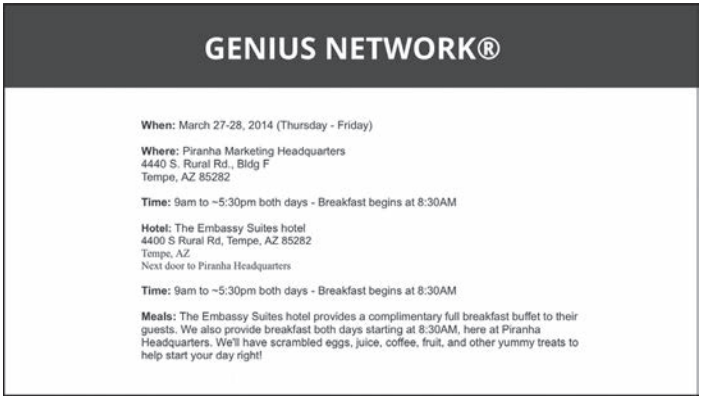

GENIUS NETWORK®
When: March 27-28, 2014 (Thursday - Friday)
Where: Piranha Marketing Headquarters
4440 S. Rural Rd., Bldg F
Tempe, AZ 85282
Time: 9am to ~5:30pm both days - Breakfast begins at 8:30AM
Hotel: The Embassy Suites hotel
4400 S Rural Rd, Tempe, AZ 85282
Tempe, AZ
Next door to Piranha Headquarters
Time: 9am to ~5:30pm both days - Breakfast begins at 8:30AM
Meals: The Embassy Suites hotel provides a complimentary full breakfast buffet to their guests. We also provide breakfast both days starting at 8:30AM, here at Piranha Headquarters. We'll have scrambled eggs, juice, coffee, fruit, and other yummy treats to help start your day right!

Figure 5. Slide from Genius Webinars sales webinar

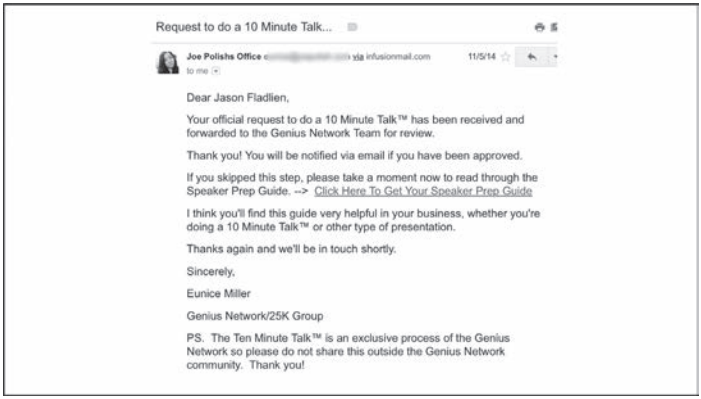

Request to do a 10 Minute Talk...
Joe Polisha Office via infusionmail.com 11/5/14
to me
Dear Jason Fladlien,
Your official request to do a 10 Minute Talk™ has been received and forwarded to the Genius Network Team for review.
Thank you! You will be notified via email if you have been approved.
If you skipped this step, please take a moment now to read through the Speaker Prep Guide. --> Click Here To Get Your Speaker Prep Guide
I think you'll find this guide very helpful in your business, whether you're doing a 10 Minute Talk™ or other type of presentation.
Thanks again and we'll be in touch shortly.
Sincerely,
Eunice Miller
Genius Network/25K Group
PS. The Ten Minute Talk™ is an exclusive process of the Genius Network so please do not share this outside the Genius Network community. Thank you!

Figure 6. Slide from Genius Webinars sales webinar

Figure 4 and figure 5 are consecutive slides shown in my introduction. Figure 4 is the first of those slides, and when I show it, I say, "This is how today came to be." I then explain (figure 5) that I had joined the Genius Network, which cost $25,000. Note how I didn't just say I joined it, I *showed* the email for the first meeting I ever attended.

On the next slide, figure 6, I explain and *show* how I volunteered to do a ten-minute talk at the Genius Networking meeting.

My positioning here is that I was recently where you are at now. This creates rapport. The next slide, figure 7, is where I explain the topic of my ten-minute talk—which was "Secrets from a $10 Million Dollar Promotion."

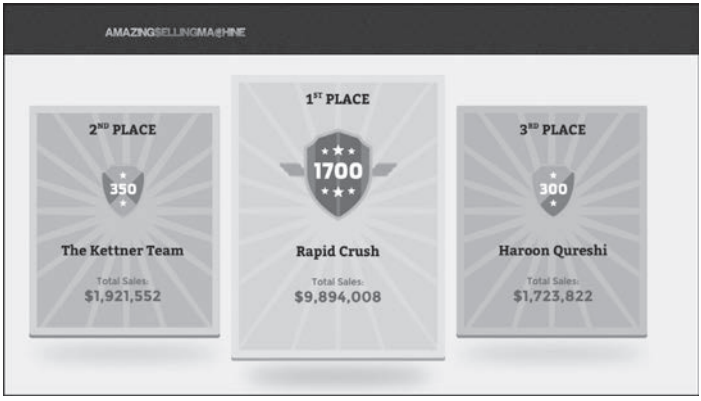


Figure 7. Amazing Selling Machine 5 Affiliate Leaderboard

The position is that I am like you in a lot of ways, but I'm also who you want to aspire to be. Plus, I work in proof subtly here,

too. The slide that follows, figure 8, finalizes my position as an authority.

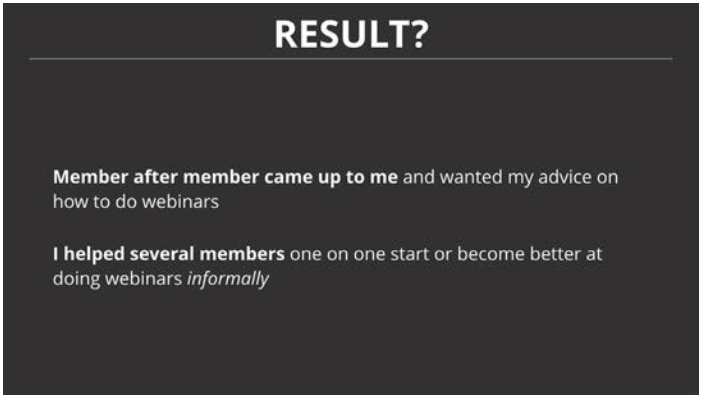

RESULT?
Member after member came up to me and wanted my advice on how to do webinars
I helped several members one on one start or become better at doing webinars informally

Figure 8. Slide from Genius Webinars sales webinar

CELEBRITY

This is the third element to cementing your authority status. There are three types of celebrities: (1) global, (2) local, and (3) manufactured.

Global is the one most often thought of when we talk about celebrities. These are the people pretty much everyone knows. As cheesy as it is, you should take every chance you can to get a shot with a celebrity. In figure 9, I'm bear-hugging Shaquille O'Neal.

Figure 9. Jason Fladlien and Shaquille O'Neal

What does that have to do webinars? Nothing. But people are impressed by celebrities, and they are also impressed if you have met celebrities.

Listen, I don't care if that celebrity has *nothing* to do with your topic—people are impressed by people who meet celebrities. Here, you're getting authority by proxy. Plus, it's easy to find a way to connect it. For the webinar on webinars, I can explain that my marketing power is so strong I get to be in private rooms with people like Shaquille O'Neal.

The second type of celebrity is not quite as powerful, but way easier to leverage—local celebrity.

Local here doesn't refer to geographically. If you look real close at that Shaq picture, you'll see "Titan Summit" on the

backdrop. This picture was taken at my friend Robin Sharma's event in Toronto, and he invited me to come as a VIP. Now to most business audiences, people know who Robin is because of his amazing and wonderful book, *The Monk Who Sold His Ferrari,* which sold over eight million copies. Most business audiences know this book and/or Robin, so he's a celebrity *within* the industry or field I'm presenting to.

Another example is, in my webinar on webinars, I have the slide from figure 10 in my introduction.

Figure 10. Jason Fladlien with Bob Proctor and Sandy Gallagher

It is a picture of me with Bob Proctor. His organization has actually brought me in to do webinar trainings, and they have promoted my webinars to their audience, generating seven figures in the process.

I quote Bob in my introduction in the context of telling the audience that, as I go through the webinar, I want them to

think about using and implementing anything I say that gets them excited. That's great advice, by the way. Not only does it help them to more likely actually use what I'll show them, but the more they can see themselves using it, the easier it will be to sell them come pitch time.

However, I have also snuck in a celebrity play here. While the world at large might not know who Bob Proctor is, there is a good chance my audience does. Bob Proctor is a legend in the self-help field, and no one has taught personal development for longer than Bob. Plus, I positioned myself as having worked with him, which I mention briefly when I show this slide.

Figure 11 is another use of local celebrity.

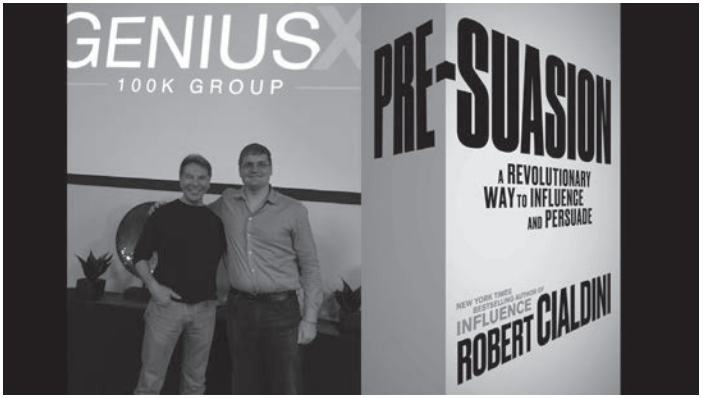


Figure 11. Jason Fladlien with Robert Cialdini

This figure shows me with Robert Cialdini, who wrote what most people, me included, consider the best book on persua-

sion in history, *Influence*. His new book, *Pre-suasion*, is equally incredible, perhaps more so. To me, he is a living legend.

I use this slide in my introduction as a "teaching point"—that the webinar helps you give value first before you sell, and that the more you help others, the more it helps you. The context here is because I've been so helpful with teaching people how to do webinars, it opened up doors for me to meet my heroes. And Cialdini is not just a hero to me, he's a hero to most people in my audience as well.

The last type of celebrity is *manufactured*. I don't mean this as a slight. It means celebrity as a legend in their field, but who your audience likely doesn't know about. It's up to you to impress upon them the power of this individual.

I've shown you how to do that already, by the way. If you didn't know who Robin Sharma is, just the fact that I told you he sold millions of books *made* him a celebrity. I could've also told you that he's one of the highest paid corporate speakers in the world and has spoken for big companies like Nike.

Ed Viesturs is someone who I have created an information product with before. You might not have heard of him. What if I told you he is the only American to have climbed all fourteen of the world's eight-thousander mountain peaks, and the fifth person to do so without using supplemental oxygen?

He is also the star of the IMAX's highest-ever grossing documentary, titled *Everest*. Now, all of a sudden, he's a big deal!

Important—don't overdo celebrity. Treat it like salt. A little bit goes a long way, but too much of it can ruin everything.

If you don't have celebrity, it doesn't mean the world is over. I sold well for years without any celebrity. It's just harder. If you don't have it right now, make it a priority to get some as soon as possible, because it will only help.

TESTIMONIALS

This is probably the weakest area of most people's webinars. Which is a travesty, because testimonials are one of the most powerful resources you can use to make a sale.

Yet how do most webinar presenters use testimonials? Almost as an afterthought. They cram it into the pitch in a big, long chunk—rolling out one testimonial after another perfunctorily.

That's not how you do it. If testimonials are so powerful, you should use them all throughout your presentation, and *especially* in your introduction.

I have a rule: five testimonials in the first five minutes. You shouldn't spend much time on these, but they should show up.

Here is how I do it on my webinar on webinars (figures 12 and 13):

FOR EXAMPLE
Garrett Gunderson said in a recent email introducing me to a very famous individual:
"Jason Fladlien is the best in the world at webinars. He is the only person that doesn't work directly for our firm that we have promoted in the last three years and he absolutely crushed it. He is brilliant. You should know him."

Figure 12. Example of testimonial used in Genius Webinars slides

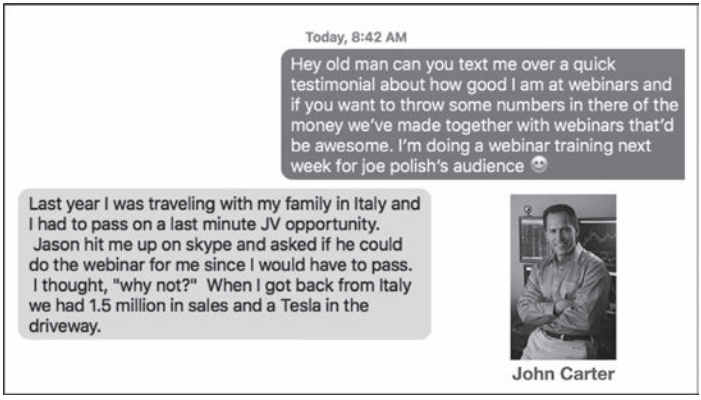

Today, 8:42 AM
Hey old man can you text me over a quick testimonial about how good I am at webinars and if you want to throw some numbers in there of the money we've made together with webinars that'd be awesome. I'm doing a webinar training next week for joe polish's audience
Last year I was traveling with my family in Italy and I had to pass on a last minute JV opportunity. Jason hit me up on skype and asked if he could do the webinar for me since I would have to pass. I thought, "why not?" When I got back from Italy we had 1.5 million in sales and a Tesla in the driveway.
John Carter

Figure 13. Example of testimonial used in Genius Webinars slides

I don't even read the full content of these slides. I say something along these lines as I show these slides:

> *"One person who saw my ten-minute talk was Garrett Gunderson, author of New York Times best-selling book, Killing*

Sacred Cows. He said, 'Jason is the best in the world at webinars. He is the only person that doesn't work directly for our firm that we have promoted in the last three years, and he absolutely crushed it.' And here's John Carter, the most well-known options trading thought leader on the planet. He says, 'Jason hit me up and asked if he could do a webinar for me since I would have to pass. When I got back, I had 1.5 million in sales and a Tesla in the driveway."

At this point, you might be wondering what exactly Garrett meant by "crushed it" and how exactly did John go to Italy and come back with a Tesla in the driveway? *That's the point*. Great testimonials are hard to tell all at once.

During this presentation, you'll see Garrett and John again in the content section as well as the close section. Instead of using John's testimonial and taking five minutes to explain the whole story, I share just a glimpse. I unpack more of the story in the content, and then bring it out again in the close. This is one testimonial getting used three times. Not only does this get me more coverage, but it lands with more impact. It transcends being a testimonial. It becomes a *story*.

Types of Testimonials

These are the types of testimonials you can use in your introduction:

1. **Character testimonial:** Someone who talks about how good you are as a person and at what you do. Ideally, this person is a celebrity or someone of clout and influence.
2. **Big results testimonial:** Someone with an exceptional, specific, tangible outcome. Like John Carter doing seven figures.
3. **Initial results testimonial:** Someone who, as a result of seeing a webinar like the one you're doing, got some sort of immediate result, even if it's a modest one.
4. **Inspirational testimonial:** Someone whose life was so dramatically impacted as a result of learning from you, that it transcended just the benefits related to the topic at hand.

If you can show the testimonial in action, like I did with the text from John Carter, even better.

Also, make the testimonial stand out. When I do my webinar on how to start an Amazon business, figure 14 shows one of the testimonials I use.

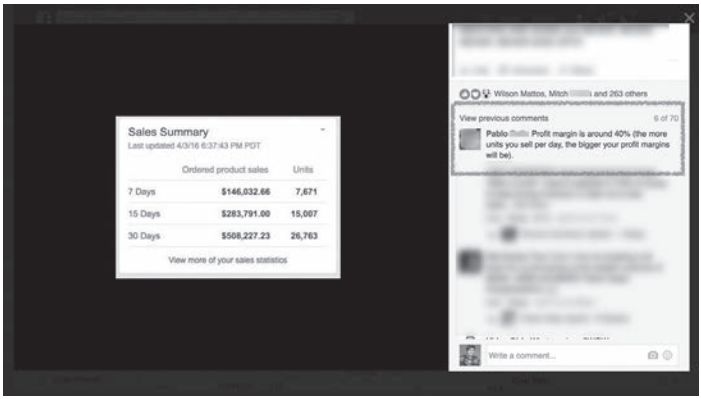


Figure 14. Example of testimonial used in webinar slides

I've blurred out anything not related to what I want the customer to focus on. I even put a red box around it so the attendees know where to look. All while showing the testimonial in action, not just a boring quote.

AUTHORITY TAKEAWAYS

Cementing your authority status is the first of five objectives we aim for in the introduction. The four elements that accomplish this are results, positioning, celebrity, and testimonials.

Most presenters barely get any of these four elements in their introductions. As such, they have little to no authority established.

You should be able to, within the first few minutes of your webinar, establish authority at a level almost unmatchable by anyone else in your industry who is using webinars.

Yet, we're just getting started. We have four more objectives to accomplish in the introduction.

CREATE COMMITMENTS

In the movie *White Men Can't Jump*, Sidney Deane (played by Wesley Snipes) is riding in the back of a car driven by Billy Hoyle (played by Woody Harrelson). Billy turns on the radio, and we hear the song "Purple Haze" by Jimi Hendrix. Billy starts to get into the music while Sidney becomes aghast. Sidney says to Billy, "Look man, you can listen to Jimi, but you can't hear him. There's a difference, man. Just because you're listening to him doesn't mean you're hearing him."

Whether that's true or not is debated in the movie. What is certainly true though is most webinar attendees don't hear *or* listen. If they do, it's done passively. You want *active* listening. The more favorable pictures and movies you can get them to create in their minds in relation to your presentation, the more you'll sell. Plain and simple.

It's one thing to say, "My goal here today is to show you how to create webinars that make you more money in your life than you could ever hope to spend..." in my webinar introduction. It's quite another if I add this: "...and if I make you a bunch more money, can I get you to promise you'll spend just a little of that with me and my company in the future?"

Much better. Yet, why stop there when we can also ask, "Let me know if that's okay with you by typing yes into the chat box."

What have we done here? We have put the idea and image in their mind of spending money with us. Not only that, we got them to write it down. It's amazing how much this little act of writing can make a big difference.

In the first five minutes, you have to get them, in writing, to tell you that they will commit to something major. Not only does this foreshadow a relationship where you tell them to do something and they do it, but also hopefully the thing you ask is in alignment with your offer at the end.

When I do my webinar on webinars, this is the type of commitment I ask for in the introduction:

> "*My agenda today is, in our small amount of time together, to give you little effort strategies that provide big impact in your business and life. My aim is to create confidence where there once was uncertainty. To shatter confusion and replace it with clarity. To give, share, and show exactly what to do, when to do it, and how to do it. My goal is to unlock within you the true potential I know you have inside so that you can make your unique and wonderful dent in the universe. Oh, if we can't do all of that, at least there is one thing I know I can do for you today—and that's to make you money. Lots*

of it. Yet, this is a two-way street. I am going to give you my A-level best for our brief time we are together today, because I have faith that you will actually use what I share with you. Nothing pains me more, nothing hurts me deeper, than someone encountering a life-changing idea and letting it go to waste. So I'm going to give you my best, but in return I ask you for your best. I ask you right now, as we go through this, to see yourself doing what I show you. To make it yours, to see the future show up right now in the present, because as a friend and mentor, Bob Proctor told me 'Thoughts become things. If you see it in your mind, you will hold it in your hand.' And I want you to think about what I show you today. And if you do that, you will hold it in your hand. Lots and lots and lots of it. Is it okay for us to move forward with this agreement in place? Don't just nod your head or say it to yourself. This is serious stuff. Prove it to me with the simplest, yet most powerful of gestures—a 'yes' in the chat box right now."

Note: If you heard me do my webinar on webinars a thousand times, I would probably say that section slightly different each time. None of this is scripted word for word. It's the technique that's more important than the actual words.

That one little passage is shredded with technique.

Some of it we'll cover later in this book—like implicit scarcity (our small *amount of time* together). Some of it you should

spot already (using Bob Proctor for celebrity to establish authority). Just the way I speak so directly to the matter establishes authority.

The most important, though, is I got the webinar attendee to agree that they will not just sit there and let the content wash over them. Heck, I didn't even get them to *just* think about using it. I got them to promise me to give me their best. In writing.

Commitments create identities. The stronger the identity, the more congruence there will be with actions in line with that identity. If you're someone who agrees with me that you're going to give it your best, and then I set up a situation where not investing with me is not giving me your best, that incongruence is going to cause you pain. The compliance, on the other hand, will bring you pleasure.

Before we go further, let's clear the air and be frank—we are using *manipulation* here. Anyone who tries to tell you selling doesn't involve manipulation is just getting mixed up with semantics.

Almost all people on your webinar have what I refer to as an *impoverished identity*. If things were going well for them, it's unlikely they'd even be on the webinar in the first place. We have to go to war against that impoverished identity to destroy it and put a stronger identify in its place in relation to the subject.

For example, a lot of my clients on my webinar on webinars want to do webinars badly, yet they are scared out of their minds to do them. That identity is costing them serious money. If instead, they saw themselves confidently moving forward and easily putting a webinar in place, then how much better off would they be? You have to manipulate their current identity into a better one.

You, as a webinar presenter, hold a great responsibility because you have to make assumptions about what you think are your prospects' best interests. Then you have to set up situations to help them do what they and you know they should do, but right now can't do, no matter how hard they try.

I'm confident enough in the training I sell on the webinar for webinars that I'll take anybody's money who goes through the webinar, sees themselves using the methods I teach, and then after seeing themselves doing it in their mind, ends up wanting to it for real with the help of my product.

To look at it from another perspective, if you don't get a commitment, you run the risk of never getting them on the same page as you—and to me, that's being careless with their time and yours. Ever watch someone talk in Spanish to someone who only knows French? That's most webinars for you—the presenter is speaking in a whole different language than the listener, and both end up worse off as a result.

In the introduction, you get that *mega-commitment*—that thing, in one sentence, that gets them to make a promise to you that, during the webinar, they will do something which (a) creates pictures and movies in their mind that make them more favorable to your offer, and (b) lets them see themselves taking action on what you're showing them. If you don't want to be creative, just take my previous example above and modify it. Then run with it.

Commitment orientates your audience toward the future, not the past. Most people who can't make progress around a challenge often look to the past when thinking about solutions. That doesn't work. Yet it seems to be hardwired in almost all of us. If you study the greatest geniuses, the truly creative problem solvers, they had the ability to look into the future and practically bring it to the present. Commitment up front allows you to give them that big, juicy future as a target in their mind *in the present*. That's why commitment is so important.

SOFT COMMITMENTS

In addition to the *mega-commitment* you put in the introduction, there are soft commitments you should use as well. At the beginning of the webinar, when you're first getting started, it's common to do some sort of sound check. How can you sell during sound check? Here's how I do it...

"Jason Fladlien here, and if you're hearing my Iowa-accented

voice and you see on your screen right now a slide that says 'webinar will be starting soon,' affirm for me in the chat box. And while you're at it, let's spice it up. Give me a 'yes' without using the word 'yes'...Angela says 'oh yeah.' Marcus says 'ten-four.' Justin says 'loud and clear.' Lia says 'affirmative.' Antonio says 'copy that.' Tina says 'absolutely,' and I'm getting 'alright,' and 'certainly,' and 'thumbs up,' and 'sure thing,' and even an 'amen' thrown in there for good measure. Excellent! We're off to a good start then..."

What did I accomplish here? I showed my audience there are a lot of different ways to say yes to something and that it's fun to say yes to something.

I will literally read off answers from the audience, and boy can they be creative with ways to say yes! I might rapid-fire through twenty to thirty different yeses before we even begin.

I first conceptualized this technique because of a study I once read where they had people watching a bouncing ball go up and down, to simulate head nodding, and then afterwards tested to see if that influenced them to be more likely to say yes to moderately large requests. Turns out, it does. (By the way, it works the other way also. I saw a Blimpies commercial once where they were shaving ham in a back and forth, left to right motion, and as your head follows it, you are shaking your head no. I bet that ad didn't perform well.)

When I do my webinar on how to start an Amazon business, I get my audience in the introduction to say out loud, "I sell my own line of products on Amazon." Then I have them type into the chat how that made them feel, and I play off those powerful emotions throughout the rest of the webinar.

There is much more to commitment that we have still to discuss, because we'll use a lot of it in the content section. The most important thing in the introduction is to get that *mega-commitment*. You do that, you're way ahead of the game!

OBJECTIONS IN ADVANCE

Our third objective in the introduction is dealing with objections in advance.

I want you to imagine that you're on trial for a murder you didn't commit. Your attorney agrees you're innocent. In fact, he is so certain of your innocence that even though you have several witnesses corroborating your alibi, he's only going to call one. *Maybe* two.

Even though there is a lot of forensic evidence that shows it was someone else who did it, he's only going to use 10 percent of it. Should be enough.

Isn't that preposterous? In fact, in law they have a term

called "preponderance of the evidence." When it comes to destroying objections, don't do it with kid gloves. Use a preponderance of evidence to eradicate those insidious objections.

Listen. Objections are so devastating toward sales that we don't "handle" them. You handle fine china. We take objections and we devastate their entire existence. I don't just dislike objections, they *disgust* me.

Many people are only one tiny, little excuse away from making major progress in certain areas of their life. Most people let little concerns cheat them out of great big leaps of progress.

Because objections are so insidious we can't wait until later on to smash them. We must start in the introduction. Now, this is markedly different than how most webinar presenters treat objections. They usually do so only casually in the content section, if that. The focus on "handling" objections, in their mind, is reserved for the close. Not good enough.

We apply different pressure on the objections in the introduction, sure. Think of it as first weakening the foundation of the objection before we bring in the demolition crew.

An example is in order. Figure 15 is how I handle objections in the introduction to my Amazon webinar.

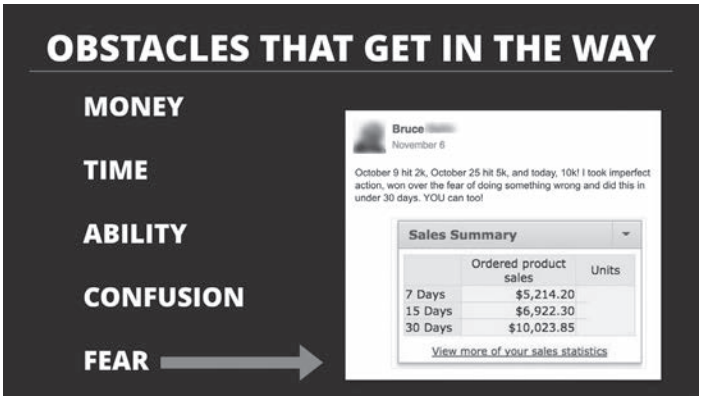


Figure 15. Sample slide from sales webinar

> "*Getting first-generation rich in short order is hard. Here are the obstacles that cause people to stumble on the path of success: The first is money. A lot of people think that it takes money to make money, and if that were true, I'd still be painting houses for $12 an hour instead of standing before you right now as a multimillionaire. Capital can help serve you, but the beauty of this business is, as you'll find out, it doesn't take much to start. And even if you're in the worst financial situation you can imagine right now, like Raul,*" (here I pop up the proof shot of Raul's $24,000 earnings) "*...if you want to get wealthy with this, you can. Even if you don't have the resources. I'll show why it's more important to be resourceful. So if you think your current financial situation puts you in a position that prevents moving forward with this today, I urge you to think again.*"

That's our first direct stab at the money objection. Next, we move on to time. When time flashes on the screen, I also

show a testimonial from Mario, who as a full-time university administrator started an Amazon business with us that did $100,024.59 in the first five weeks it went live.

> *"Time. To me, this is the biggest challenge of all. As we go through the training today you'll discover and keep an eye out for people like Mario—who, while working full time, made this work. Now, my time on earth has taught me that people are either good at making money or good at making excuses, but they're never good at both, so pick one. I understand that you find yourself most likely in a situation today where time is at a premium. In fact, the less time you have, the more you'll love this approach to Amazon because not only was it made with you in mind, it will give you more free time than you've had in a looooooong time. When you don't have the time, that's when you'll find it's the best time to do this Amazon business..."*

We'll revisit that stupid time objection again over and over throughout the presentation. This is just the first stab at it. Next.

> *"Ability. You may be thinking 'Jason, what if I'm just not up to the task technically speaking? What if, no matter how I try, it's too hard for me to learn?' I get it. The thing to remember about this if only eggheads and techies succeeded, then the PhDs would have all the money. Instead, they typically end up working for people like you and me. I'm not going to*

downplay the learning curve here. However, as we go through today, I want you to make note when I show you something. Simply ask yourself, 'Do I feel like I could do this?' At one point in time, you couldn't walk, you couldn't talk, and you couldn't even go to the bathroom by yourself. But you learned! And why? Because you wanted to. Well, this is a lot easier than all that stuff, especially when I uncover for you the shortcuts to make the process even easier...But watch as I show you result after result and think to yourself, 'Are these people gifted with ability and talent, or was it more in the process?' Here's a hint: it's more in the process. You'll get that process in the cold, naked light today."

The next objection.

"Confusion. As much as I'd like to think I'm the only one who you are looking at right now as a means to get rich and that there are no other prospects or alternatives for you to pursue, I am not that naïve. I'm sure you're being pulled a thousand different ways by a thousand different supposed vehicles of wealth, and on the surface, a lot of them probably look pretty good, and a few of them may even have substance. Plus, you're probably thinking if I do go forward with my own Amazon business, where do I start? Can I do it if this... or if that...I get it—if it were clear to you already, you'd be doing it and well on your way to big profits." [Basavaraj testimonial pops on the screen] *"Know this. If Basavaraj can do this—$10,088.16 in his first eighty-five days—with*

his company in India while he himself is on a UN Health mission in Libya, getting his product from China, and selling it on Amazon.com to U.S. customers, then you can do it. It doesn't get any more complex than that, and I bet you don't have to deal with power outages, and I bet you're not in a war zone as you begin your Amazon journey."

On to the final one: fear.

"This one is probably the biggest of all, whether you realize it or not. I can help you with the other four, but I need you to help me with this one. I get it. It's always scary to go out of your comfort zone, and the easiest thing you can do is what you've always done, but you and I know that if you do what you've always done you're going to get what you've always gotten—and we both agree that's not good enough. I also know you're worried...'What if I screw up?' or 'What if I make a mistake?' or 'What if I do something wrong?' News flash. You will screw up. You will make mistakes. You will do something wrong. And you'll do it all the way to the bank. I'm not asking you to set aside your fear, I am asking you, though, to make your WHY bigger than your fear. Why do you deserve the wealth that is owed to everyone on this earth, yet so very few actually realize? Now I'm going to do my best to help you minimize that fear by stacking unfair advantages in your favor every step of the way. But I want you to declare to me right now that fear isn't going to keep you poor. Declare it for me and the world to see in the chat box right now!"

That's how we *start* chipping away at the objections that we will later *murder*. I chip rather forcefully, don't I?

I urge you to come back and study those language patterns often. It may be hard to believe, but I wrote those, stream of thought, to try to simulate for you what'd it be like if I were delivering that on the webinar. I'd say it slightly differently each time I did the webinar, but once you see the patterns behind the language, you'll see how this is not that different than chords and scales are to musicians.

In the meantime, I *also* constructed those examples to have as wide of range of use as possible so that you can use as much of the material for your webinars as possible.

Also note the combinations of techniques. I handle objections *while* showing testimonials. I get commitment on the last testimonial—that's two major commitments I've drawn upon in the introduction.

OBJECTION SMASHING

How do you go about constructing your own objection-smashing in the introduction?

First, you start with the key objections. Every offer has a combination of universal objections and topic-specific objections. An example of a universal objection is money.

Doing a webinar on how to homeschool you own kids? I bet people think that might get expensive! Doing a webinar on increasing your vertical leap? You could hire trainers and buy expensive equipment for that—or maybe not if you have a solution that doesn't require professionals and gadgets.

Time is another universal objection. Can you homeschool your kids and still have a life? Would a higher vertical leap be worth it if it required four hours a day of effort?

I always assume time and money will be major objections going in. We'll spend a lot more time in the pitch section of this book, where I'll show you technique after technique on how to handle these two, and then from those you can pull in bits into your introduction.

In addition, here are some other universal objections that tend to consistently show up across most markets you'd find yourself doing webinars in.

- **Belief:** You've tried to solve this problem before and you couldn't. You've failed every time previous to this. Why should this time be different?
- **Ability:** Could you even learn this given all the time and resources in the world? Some skills are harder to pick up than others, or are biasedly easier/harder for some people.

- **Trust:** Does it sound too good to be true? Why should they have any faith that you're here to help them beyond just getting them to spend money?
- **Fear:** Usually the fear of change, the fear of failure, the fear of the unknown, or a combination of all of those things.
- **Conflict:** They want to get out of a situation they're currently in, but don't see how they can do so without betraying the essence of who they are. How can you give them an out and/or show this isn't a valid concern?
- **Confusion:** Where do they start, how do they finish, can they do it if *insert supposed unique situation here*?
- **Timing:** Is now the right time for them? Did they miss the boat? Is it too early for them?

Even though these are universal beliefs, it doesn't mean that you will use them for each and every webinar, though you probably will end up doing so in the content and pitch section more often than not.

In the introduction, you'll probably use time, money, and one or two of these additional universal benefits.

Next, there are product-specific objections. For my webinar on webinars, here are things I believe my audience is worried about that might prevent their success with webinars:

- How do I get people to attend my webinars?

- What system and technology should I use?
- Do I have to hard sell like Jason does?
- Will it apply specifically to the goods and services I offer?

And so on. I could easily list ten or twenty more specific concerns they may have. Most of them will be dealt with during the content portion of my webinar. For now, when you draw up your list of objections, just pick the big three to six you think are most important—they should be brought up in the introduction.

For example, in my webinar on webinars, these are the only two product-specific objections I would consider bringing up in the introduction:

1. Do I have to hard sell like Jason does?

If I don't mention this up front, I feel it could serve as a distraction as I go through my presentation. Here is how I could address it in the introduction:

> *"Now, through the presentation you'll notice I have a unique style. It's an extension of my personality. If you have a similar personality, you might want to adopt this style. If you do not—if you are polar opposite in your delivery and style—I've got good news for you: technique trumps style any day of the week. However you're most comfortable with applying the technique is going to serve you best. Don't let the gift-*

wrap distract you from the contents inside the package. My framework has been designed so the most boring, timid, shy, introverted person in the world can make it work. Yes, that even includes lawyers and accountants!"

2. Will it apply specifically to the goods and services I offer?

Here's how I handle this:

"Now, these techniques I'm going to show you today have a caveat. They don't work in every market. They only work in markets that meet the following criteria—the person you're selling to is a human being. This doesn't work on dogs and cats and aliens from other dimensions. Yet, all humans have basic primal decision making hardwired in them from the last 200,000 years of existence. So if you're selling something worthwhile that helps someone, there is a high degree of certainty that this will work for you. Put that aside for now, though, and let this wash over you, and then at the end you'll know more if this will be the perfect thing for you to use with your own customers and your products. Now, having done this before a few thousand times, I can tell you the odds are largely in your favor."

Every objection can be dealt with one of three ways: (1) ignorance, (2) disagreement, or (3) agreement.

Ignorance is choosing to ignore the objection or pretending

it doesn't exist. You *never* want to ignore major objections. You may decide not to take them on or bring them up in the introduction, but you should never ignore them. Small objections? Sure, you can choose to ignore them in the introduction or ignore them altogether. When I first did my webinar on webinars to Joe Polish's audience, I ignored several objections because I was only selling seventy spots at $5,000 apiece. I didn't need to close the lights out, I just needed to sell seventy spots. So I ignored the "how do I get people on my webinar" objection altogether because I knew we'd reach enough people who didn't have this concern. Later on, I planned to add that objection in, as my audience grew more general.

Disagreeing with an objection is the most common way of challenging it. However, it's rarely advised you do it like this: "If you think you can't do this, you're a moron. You stupid idiot, of course you can do it, and I'm going to show you how."

Instead, here is the common formula you can default to:

> "*You may be wondering whether you can or can't do what I'm going to share with you today. That is a valid concern, because what you're really wanting to know is this—will this time be different? Will you finally get the solution you've been looking for all this time? I believe you can, and as we go through the presentation today, I'm going to show you how this unique approach seems to work for all different*

people from all different backgrounds—each and every one with their own unique set of challenges they bring to the table. So look for that, and it should help you see that you, in fact, can do this."

Here is the formula behind it: (1) acknowledge and soften, (2) validate and reframe, and (3) present a target.

Acknowledge and soften.

"You may be wondering whether you can or can't do what I'm going to share with you today."

Wondering is a soft word. Worry is a hard word. So we use wondering.

"You may be" is a soft phrase. "You absolutely are" is a hard phrase. So we use "you may be." We acknowledge the objection, while simultaneously diminishing the bite of the objection.

I could've just as easily said, "It might be on your mind that what I'm going to show you today could fall outside of your skillset, and that is not lost on me."

"Might be on your mind" is a softer approach than "worry." "Fall outside your skillset" is a softer approach than "can't do it." Note that in the first example, I actually said "can't

do it." I'm not perfect with it, and if you try to micromanage every word of your webinar, you'll drive yourself mad and go broke. It's the deliberate intent that matters—taking into consideration how to acknowledge objections while softening their sting.

Validate and reframe.

Validation gets you rapport because it's like you're reading their mind. Reframing allows you to point the objection to something favorable instead of something unfavorable. In the example above, here's how I did it: "That is a valid concern because what you're really wanting to know is this—will this time be different? Will you finally get the solution you've been looking for all this time?" Not too creative on the validation front. I just plain used the phrase "that's a valid concern." The reframe is masterful, though.

Notice how I moved the focus from "can you do this?" to "will you be able to do this?" Naturally, they wouldn't be on the webinar if there weren't some part of them that wishes and wants to believe that this time will be different. I just switched their focus from failure to possibility. That's a reframe. I could've just as easily done it like this: "I get it, because I was you and that's what was on my mind. At the heart of it, though, what I discovered was I really wasn't so troubled by could I do or couldn't I...what changed it for me was when I said 'What would it take for me to...'"

Same thing—validate and reframe. Different words, same pattern.

Present a target.

"I believe you can, and as we go through the presentation today, I'm going to show you how this unique approach seems to work for different people from all different backgrounds, each and every one with their own unique set of challenges they bring to the table. So look for that, and it should help you see that you, in fact, *can* do this."

If you give people clear targets, they are more likely to comply. If you tell them to look for something, they will likely find it. Here, what we tell them to look for is evidence that validates that they can do it. What do you think happens when you give them *that* target?

You master this disagreement technique for objections and your ability to sell in any situation will improve.

The last way to deal with an objection is to *agree* with it. I learned this technique studying the works of Milton Erickson, the inventor of conversational hypnosis. Once, he had a patient who was trying to lose weight, and every prior success she had was temporary. She'd drop ten or twenty pounds and then gain it all back.

What'd Erickson do? Instead of instructing her on losing weight, he made her first *gain* weight. He flipped the pattern. Instead of down then up, he made it up then down. Clever. She started gaining weight and became *miserable*. She begged Erickson to let her lose weight, but he would not relent. She had to gain even more weight. She did, and she begged and begged and begged him, but still she hadn't hit her "target weight gain." Finally, she did, and then he "allowed" her to lose weight. This time, she lost it and kept it off. He changed her feelings and associations of pain from losing to gaining.

Agreeing with an objection is the *ultimate* form of validation. Remember this example: "Now these techniques I'm going to show you today have a caveat: they don't work in every market." Boom! By saying this, I get a deeper rapport with an audience than I ever could get if I disagreed, even though this is what I follow it up with: "This only works in markets that meet the following criteria: the person you're selling to is a human being. This doesn't work on dogs and cats and aliens from other dimensions." I agreed and at the same time changed what we were agreeing on. I did so by bypassing the resistance that can occur when you disagree with someone. Thus, the agreement frame works like this: (1) agree with their objection, (2) define what you're agreeing to, (3) prove it to be true, and (4) provide a target.

We agreed it doesn't work in some markets. We defined that it only works in markets with human beings. Here is

how we prove it: "All humans have basic primal decision making hardwired in them from the last 200,000 years of existence, so if you're selling something worthwhile that helps someone, there is a *high degree* of certainty that this will work for you."

Lastly, provide the target. "Put that aside for now, though, and let this wash over you, and then at the end you'll know more if this will be the perfect thing for you to use with our customers and your products. Now, having done this before a few thousand times, I can tell you the odds are *largely* in your favor."

Note: targets become more direct as you get to the close. In the pitch, the target is usually, "Because you and I know this to be true, what you need to do next is obvious—go to that URL you see on your screen, and let's get started by signing up now."

Finally, there is an advanced technique in relation to dealing with objections in the introduction: *include by excluding*. President Donald Trump is an example of this. By repelling more people than he attracted, he became the leader of the free world. You can agree with an objection in the introduction where you absolutely will turn off a portion of your audience from buying. Just try to pick that portion who wouldn't buy anyway and who, by turning off, you turn on even more the people who are likely to buy.

Here's an example with the objection of "Will webinars work in my business?"

> *"What I'm going to show you today does indeed have limitations and is not applicable to each and every market. Webinars won't do your dishes for you and clean your house. They have a specific application, and if at any point in the content you feel like they don't apply to you, then you're probably right. However, the flip is also true. If you see, as we go through this, that this does apply to you, then congratulations! I'm going to make you so much money that you'll probably end up wanting to name one of your kids after me..."*

HUMOR IN SELLING

You may notice I sometimes use humor. I rarely use humor outside of the introduction. I do so to put the attendee at ease. Since we're just weakening the foundation of the objections in the introduction, I'm using a bit more finesse. If I can get them to laugh at their "problem" now, it's easier to destroy that problem later as it relates to making the sale.

Last thing on objections—you probably wonder how you go about finding them. They should largely be self-evident, and if they aren't, you aren't ready to start selling yet. If they are self-evident, then *audition* those objections on your webinar. Your market will ultimately show you if the objections

you decided to bring up are indeed the strongest and most powerful ones as it relates to the purchase decision.

If you get to the pitch and people are having serious buying objections that you didn't address at all in the presentation—there's a clue. If you addressed them just in the pitch and they still have them five minutes later, there's a clue that maybe they should also be brought up before the pitch. If you address and attack them all throughout the webinar and they still have them, you either have the wrong audience or you're not using strong enough technique.

That's okay. Until that webinar produces results that you can set your watch to, treat it like a living, breathing, dynamic thing that it is. Play with different objections and see what lands and how it affects your attendees.

FOSTERING HOPE FOR THE FUTURE

The fourth objective in the introduction is fostering hope for the future.

There are two and only two dominate motivators inside each and every human being—pleasure and pain. We want to reduce pain and increase pleasure.

Mostly, we deal with the pain during the sale. To understand this, let's talk about John and Jane. John wants a whiter,

brighter, more attractive smile. This is a pleasure-focused motivation. Jane, on the other hand, has a crippling toothache and every moment she does nothing is a moment she continues to experience pain.

Who is more likely to take action and seek out and spend money for their respective solutions?

Dealing with objections is confronting the pain they experience. Most problems people bring to the webinar are rooted in pain. Yet what good is solving a problem if the world you live in continues to suck even after the problem is solved?

You have to show them that the world truly is wonderful and the only thing that gets in the way is the lack of the solution they are seeking.

The majority of people you're attempting to influence on a webinar are not optimistic about their chances, in spite of what they will tell you and what they tell themselves.

Lasting change is truly, remarkably hard to obtain. Most things they have invested in to bring change in their life—even things that are not at all related to the problem or solution they are seeking—have usually produced no real results. Just more pain.

They bring all that with them into the webinar. If you let

them focus *just* on that pain, it's hard for them to see the world or your solution in any other light.

This is why we must foster hope of a brighter, better future.

Figure 16 shows how I do it on my Amazon webinar.

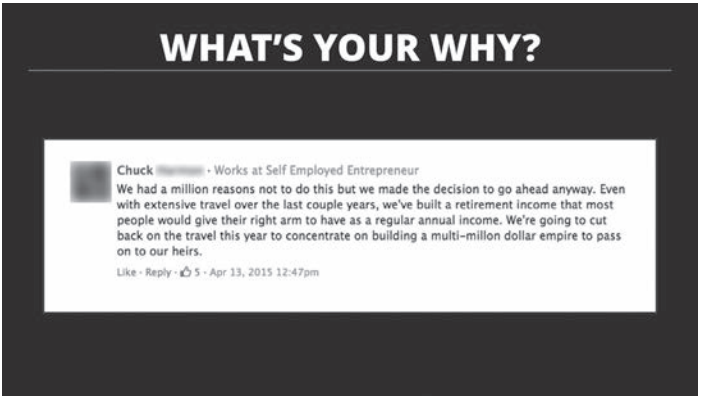

WHAT'S YOUR WHY?
Chuck · Works at Self Employed Entrepreneur
We had a million reasons not to do this but we made the decision to go ahead anyway. Even with extensive travel over the last couple years, we've built a retirement income that most people would give their right arm to have as a regular annual income. We're going to cut back on the travel this year to concentrate on building a multi-millon dollar empire to pass on to our heirs.
Like · Reply · 5 · Apr 13, 2015 12:47pm

Figure 16. Sample slide from sales webinar

> *"Before I give you the how, let's start with the why, because your why gives you the energy to follow the how. The bigger the why, the more likely you are to succeed. When Chuck started with us, he had a powerful why. Check this out. He says, 'We had a million reasons not do this, but we made the decision to go ahead anyway.' One powerful why defeats a million excuses that would otherwise leave you poor. Chuck goes on to say, 'We've built a retirement income that most people would give their right arm to have as a regular annual income. We're going to cut back on the travel this year to concentrate on building a multimillion-dollar empire to pass*

on to our heirs.' I call Chuck's why 'legacy.' To do something on this earth that continues to live after you die. To make a positive change in the world that outlasts your time on it. That's Chuck's why. My why, as silly as this sounds, is spiritual. For whatever reason, I feel like I've been put on this earth to help you with this, and to not move forward with it is to deny my very essence. Again, take a quick second to lock in your why. Do you want to leave this world better off than it was when you entered it? Do you have certain noble causes you would wish to support more? Have you always felt you have unmet potential, and with this and through this, it can help you reach it? If you've got your why now, let me know in the chat. And also keep it close as we go through this webinar, because a wise man once said 'Give me a big enough lever and I can move the world.' Your why is your lever..."

A great way to inspire someone is to appeal to something greater than themselves. Family is an obvious target. Community. Humanity at large. Then, once you bring the focus outside of them, point it back at them. Appeal to the unmet potential inside of them. Get them to reflect on who they need to be to enjoy the wonderful things they desire.

TIME MACHINE HOPE

If nothing else, in your introduction you can rely on what I call the *time machine technique*. Here's an example if I were to use this for my webinar on webinars:

"Let's say I had a time machine and let you take it for a spin. You hopped in, and I brought you to the exact point where you have mastered everything I am about to show you today. You have the ability to help more people be better versions of themselves. The money they exchange to get the value...well, they're practically robbing you blind because of how much of a better deal they're getting out of it. But who cares, because you've created so much positive change in this world that you're richer and wealthier than you've ever been, and you're more confident in your ability to create and grow wealth than ever before. What are you going to do now that you have all this extra time on your hands because you've quadrupled your income while working half the hours? See, we've got a major problem here if we don't figure out what wonderful things you can now do that you have all this extra money and all this extra free time. You could golf more, true. But what are the higher pursuits that you've always wanted to go after, yet in the past seemed just like wishful thinking? What are you feeling now? What are people saying about you? I bet they're good things. No, let me take that back—I bet they're great things. I want you to be selfish with these thoughts. Keep them to yourself and draw upon their supernatural powers. I only bring them up to you today because if we're not careful, we may mistake the means for the end. The webinar is just the means, but the end is who it makes you as a person. Your journey to get there...well, congratulations! It starts NOW."

You can use this approach for just about anything. You take

them from where they are today to where they would be once they obtain complete mastery of what you're teaching. Then, you get them to focus on how splendid and amazing life would be as a result. Finally, you bring them back to the present and link what you're going to share today to that outcome.

CREATING MYSTERY AND INTRIGUE

This is the final objective of your introduction.

Here's a true story for you. When I was four, I used to spend a lot of time on my aunt's farm in Nichols, Iowa. Nichols had a population of about seventy-five people, and the next-door neighbor was miles down the gravel road. I hadn't made a lot of memories as a four-year-old, but many of the ones I had made were favorable ones of time spent on that farm.

That's why, one night, when my two cousins introduced me to the concept of a shooting star and that you could make a wish on it, I was game. I took this serious responsibility with all the gravity it deserved. David, my oldest cousin, made his wish and went inside. Christie, my other cousin, made her wish next. I was still debating on the perfect wish, when it leapt into my brain.

I had it! "I wish this house will never burn down." Guess what? A short time later, the house burned down.

That fire contained a secret essence of life that I wasn't able to unlock until years later. Once I unlocked it, it *changed* everything for me. On this webinar, once I provide you the proper context, I am going to give you the same gift that the fire gave me. But first...

I'm a clever little devil, aren't I?

What I just did to you is technically called an "open loop"—the promise of something that has yet to be fulfilled but will be fulfilled at some undetermined time in the future.

You have to be careful, because I bet you're distracted right now as you read this, still thinking *what secret did Jason unlock, anyway?* Okay, fine. I'll tell you, because this is a book and you can skip pages if you want and scan until you find it. On a webinar, you would not get the luxury.

The secret is that if you want to have any chance of having your wishes come true, you don't rely on stars—you become your own wish-fulfiller.

That probably didn't just revolutionize your whole existence, did it? That's because I didn't give it a chance to *land with impact*. I didn't build on it, didn't provide context, didn't create tension around it, and didn't set it up to deliver it as a punch line.

I just gave it to you.

One of the reasons you want to set up mystery and intrigue in the introduction is because how you reveal your insights is even more important than the insights you reveal.

Also, it captivates. People don't attend your webinars in prison cells. They have the choice of staying on the webinar or leaving. They have the choice of listening intently or treating the webinar as background noise.

By creating that mystery and intrigue in the opener, you've dramatically increased their chances of actively listening and participating for the rest of the webinar.

FIRST, LAST TECHNIQUE

The burned-down-house story is an advanced way of creating mystery and intrigue. A simpler, more methodical way of accomplishing this is what I call the "first, last" technique.

When creating my webinar, if nothing else, in the introduction I'll put a slide that says, "On this webinar...[fill this out later]." Then, after the full webinar is finished, or at least the first shippable version, I'll go back to that slide and start writing "blind bullets" to tease the things I will reveal later on the webinar. A blind bullet is where you promise them a benefit, but you keep how to get that benefit a secret.

On my webinar on webinars, figures 17a, 17b, 17c, 17d, and

17e are *some* of the slides I use to create mystery and intrigue in the introduction.

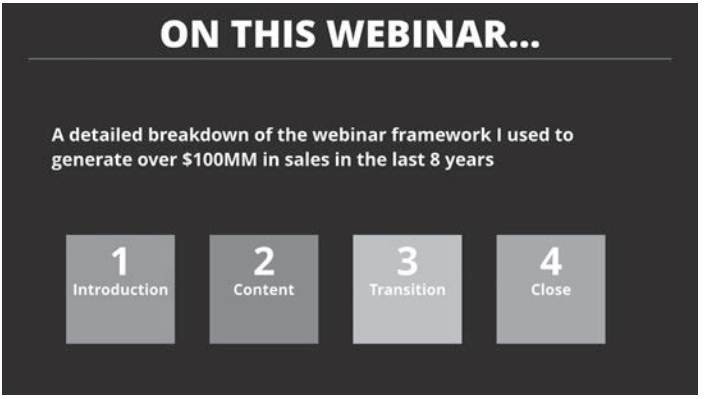


Figure 17a. Sample slide from sales webinar

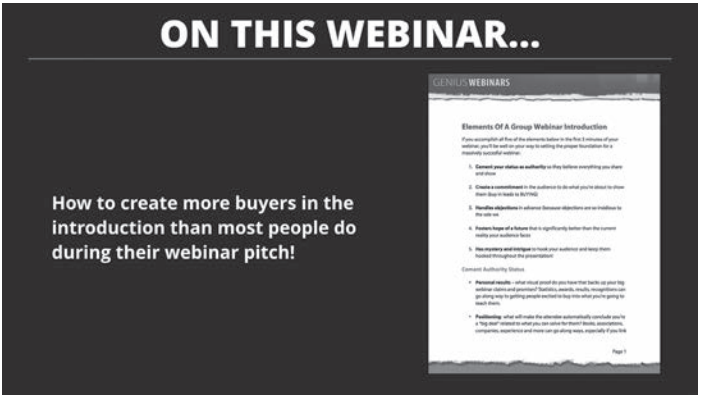

ON THIS WEBINAR...
How to create more buyers in the introduction than most people do during their webinar pitch!
GENIUS WEBINARS
Elements Of A Group Webinar Introduction

Figure 17b. Sample slide from sales webinar

ON THIS WEBINAR

How a webinar I *just* did on July 20th got...

- 154 people on a $1,000/ month continuity program
- 82 people to pay $9995 for the full year...

Figure 17c. Sample slide from sales webinar

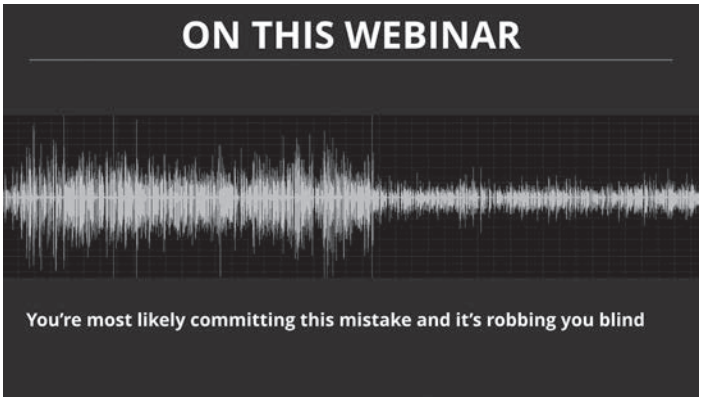


Figure 17d. Sample slide from sales webinar

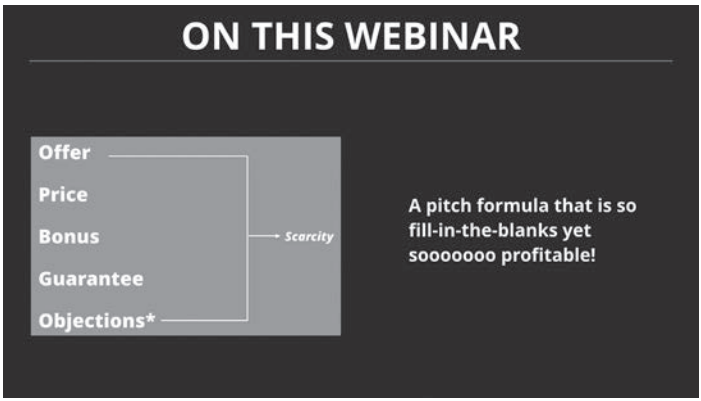


Figure 17e. Sample slide from sales webinar

If you were to read just the bullets, here is how they'd read:

- A detailed breakdown of the webinar framework I used to generate over $100 million in sales over the last eight years
- How to create more buyers in the introduction than most people do during their webinar pitch
- A webinar "magic trick" that helped us generate over $1,400,000 in less than seventy-five minutes
- A "content" formula so powerful you will find it useful in all areas of your business (not just for webinars)
- You're most likely committing this mistake and it's robbing you blind
- A pitch formula that is so *fill-in-the-blanks* yet sooooooo profitable

I wrote those bullets points *after* I created the rest of the presentation. Then I turned them into slides. Since I had the luxury of doing this *after* the presentation was done, I could also SHOW, not just tell. I showed parts of the slides to come. I even foreshadowed the offer, as you can see in figure 18.

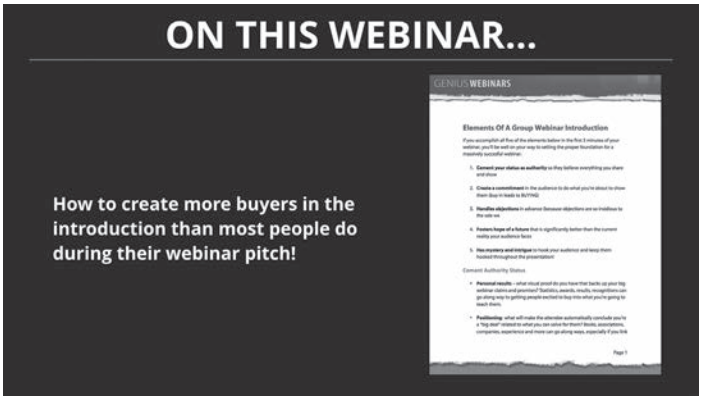

ON THIS WEBINAR...
How to create more buyers in the introduction than most people do during their webinar pitch!
GENIUS WEBINARS
Elements Of A Group Webinar Introduction

Figure 18. Sample slide from sales webinar

The image on the right of figure 18 is from the workbook they get if they purchase at the end of the webinar.

For Joe Polish's audience, I had one additional slide I used (figure 19).

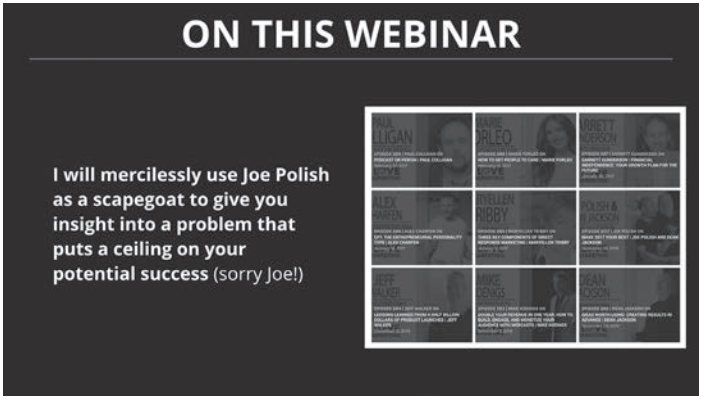

ON THIS WEBINAR
I will mercilessly use Joe Polish as a scapegoat to give you insight into a problem that puts a ceiling on your potential success (sorry Joe!)

Figure 19. Sample slide from sales webinar

Not only did I create mystery and intrigue to hook the audience in, but it allowed me to make my points land with more impact when I revealed them.

When I show the fill-in-the-blanks pitch formula at the end, it won't be the first time they've seen it. Recognition enhances the perception of value. If they've seen it before, and they see it again, for whatever reason it seems to become more valuable *as long as* it's not redundant, repetitive, and boring.

Start with this "first, last" technique because it requires minimal thought on your part. Tease what they'll discover on the webinar, but script this out after you've created the actual content section of your webinar. When most people throw around jargon like open loops, they think it means *one* open loop. If you want to get technical, what I'm doing is here is creating nested loops—open loops upon open loops, and even loops within loops. I also do not close these loops in chronological order. There is no obvious order, which is done intentionally because the randomness increases the attentiveness of the attendees.

Call it whatever you want. Just create a lot of intrigue and mystery that makes your points land with the most impact and makes your audience hang on every word and slide.

CHAPTER THREE

THE INTRODUCTION

PUTTING IT ALL TOGETHER

So far, I've given you all the core *objectives*—the few vital things in the introduction that can influence the majority of the results.

These are: (1) establishing authority, (2) creating commitments, (3) dealing with objections in advance, (4) fostering hope for the future, and (5) creating mystery and intrigue.

Now, how do you connect these individual elements together in a cohesive fashion? Let me give you an example, then I'll advise you. Let's look at the webinar on webinars. At the high level, here is how my introduction flows.

My title slide simply says, "How to Create Million Dollar

Webinars." I start the webinar by setting the agenda for the day, but what I'm really doing is setting a commitment frame. I tell them what I plan to accomplish on the webinar, then I explain what they need to do for me and get them to commit to it. Along the way, I've used and leveraged the celebrity of Bob Proctor to prove my point about why their commitment is so vital. I set the context of explaining "how today came to be" by telling the story of how I signed up for a $25,000 mastermind by Joe Polish and how, even though I felt like I had little to contribute, I volunteered for a ten-minute talk and blew everyone away (positioning). I didn't realize how profound my breaking down the almost $10 million launch was (personal results). I had people seek me out after to learn the secrets, such as Garrett Gunderson and John Carter, who I helped crush it with webinars (testimonials). Even then, I didn't realize what I had until at Joe's highest mastermind, Genius X (positioning)I talked to that group about a recent webinar I did that put $1.7 million on the books (personal results). Not only did he invite me to speak at his annual event (celebrity and positioning), but he urged me to share my webinar secrets with as many business people as possible. In fact, on this webinar today, you'll discover...(mystery and intrigue as I set up open loop after open loop).

However, I face a serious challenge. How am I going to take my thousands of hours and distill the very best to you in a way that you can do this even if you have never done a webinar before, don't have much free time to learn how to do it and

then do it, have tried webinars in the past and only failed, etc. (handling objections)? None of that matters. By the time we're done today, you'll have the power to provide more value to your audience. To get more of them to benefit from what you do. And as a result, you'll have happier customers and more money and freedom. Just imagine what it's going to be like once you unlock this power that I know has been in you all along. The person who can do what I'll show today will never want or be worried about money ever again. How would your life be different if this were to happen (fosters hope for the future)?

That's how my introduction flows. It's drier when I just give you the overview of that introduction than when I actually do it. But do you see how I was able to work in each and every element? The run time for me to get through all this is about ten minutes, which is about perfect, time wise.

How did I piece all of these elements together then? I didn't. I did them each separately. When I sat down, I just started making slides that were disjointed—they didn't connect or flow into each other in the least. I asked myself questions like, "Out of all my testimonials, which are the few that are best to use in the introduction to hook in my audience and also set up the sale later?" I also asked questions like, "Of all the proof of my own personal results I could put in the introduction, which is the best to use?" Then, I made those slides. I also asked myself questions like "What type of commitment could I create that..."

There is no magic secret. You just create a bunch of different slides that accomplish these objectives, and you treat them like puzzle pieces. Start fitting them together. They almost always just gel. It's a neat phenomenon. But even if they don't, it doesn't really matter. You're not making a piece of art here. Treat it as it is—a vehicle to sales.

Even if it's just, "Here's why you should listen to me; here's what I've done for others; here's what the future's going to be like once you can do this; here are the challenges you face; here's what we have coming up; now let's get to business."

That works. That's how I used to do it for years before I got any of the *flair* you see today.

Phew! We've spent so much time talking about the introduction, haven't we? The content section is usually four to six times as long in actual delivery time as the introduction. However, it's a lot *easier* to create the content portion than the introduction.

Let me show you.

Note: If you'd like to see an actual webinar of me in the real world, using all these techniques, go to http://webinarextras.com

SECTION II

THE CONTENT

CHAPTER FOUR

WHAT IS CONTENT ANYWAY?

Is it possible to give the best information your audience has ever heard about a topic on a webinar, yet not make a single sale?

Yes, I've done it before.

Education for education's sake doesn't cut it when it comes to making webinars convert. Presenters mistake education with providing value. Try to educate a pig on geometry. You'll fail *and* annoy the pig.

On the flip side, is it possible to provide no actual substance whatsoever, not one lick of value or education, and have people buy at the end of the webinar? Sadly, yes. Just look at timeshare pitches.

They work, but I don't jive with beating your prospects into submission, having them roll over and declare "I give up!" as they hand you their wallet, willing to pay just to get away from you.

There is a way to provide value and educate, while simultaneously creating demand for your offer at the end of the webinar.

To understand how to do this, let's first look at how *not* to do it.

When it comes to making money in e-commerce, you only need three things: leads, conversion, and fulfillment. The world's best e-commerce website with the best product will make exactly zero dollars if no one knows that website exists.

Every website needs web visitors, commonly referred to as "traffic." This is something many e-commerce companies lack, are desperate for, and are willing to spend money to remedy. You can potentially make a lot of money selling a traffic solution on a webinar.

I knew that way back in 2009 when I devised my first webinar on driving website traffic. Being a good small-town Iowa boy, I also decided to "over-deliver." I wouldn't teach them one or two or three ways. I'd teach them *four* different ways to drive traffic. Yes, four separate and distinct methods they could employ, because the more the better, right?

Wrong. What you'll discover about offering solutions people would pay for is twofold: (1) the outcome is far more important than the process, and (2) they just want relief.

Why do they need four different approaches when one would suffice? This is the paradox of value; less is more. Your audience just wants something simple they can immediately wrap their heads around.

Your content should accomplish the following: provide one clear, easy path to achieve a solution that they feel good about moving forward with the first time they hear about it.

This leads me to the second big mistake I see being made during the content section of a webinar.

KNOWING AND FEELING

I probably heard this quote by Jim Rohn fifty times before I really understood it. "It's not just what you know...it's how you feel about what you know."

Most presenters share *too much* information and leave their audience confused instead of excited.

If you are a subject matter expert, you face a serious challenge. How do you bridge that gap between your unconscious competence and their unconscious incompetence?

You do it in iterations. When I first create the content section, I do not censor myself. I intentionally put in more than I need. Why? Getting rid of slides is much easier than adding slides later.

The first time you create your content section, it is likely you will put two to five times more content in there than you can deliver. As an expert, your knowledge on your subject matter is vast. You know so many different things that could help them. In your mind, it flows freely and easily, but the speed of thought is much different than the speed of being taught.

You'll discover what you thought was forty to fifty minutes of content ends up being ninety minutes or longer! Usually, ninety minutes of content is too long. It's also too much.

You are playing a dangerous game of creating confusion in your attempt to over-deliver. Don't let your audience fool you. They will wax poetic about how your webinar was incredible, amazing, and life-changing. But they're lying. If it were true, why didn't they buy?

Once you understand that real learning *only* occurs if it leads to behavior change, it will revolutionize how you deliver content on your webinars.

What causes true behavioral change? Emotion. It's not just what you know, it's how you feel about what you know.

TEACHER AND STUDENT

I lucked out. I was raised by teachers.

My dad's teaching acumen at the local high school was legendary. He mostly taught business classes, which is ironic because he never *really* ran a business in his life, other than the painting he did in the summer between school years.

Yet, I can't tell you how many times we'd be out at a restaurant and someone would come up to my dad and tell him how much of an impact he had on them. My dad would never say this because he's far too humble, but in the time he taught at Muscatine High School, I guarantee you more people said he was their favorite teacher than any other teacher in the history of that school.

When these people would come up to my dad, they never talked about how he inspired them to keep better records (he taught in Record Keeping I and II). They never talked about how his insights into accounting made them want to be accountants. His Introduction to Business class probably didn't inspire a single person to create a business. When these former students talked about the impact my dad had on them, they didn't talk about what he taught. They talked about how he was the only one who would cut them a break. They talked about how he believed in them. How he made learning *fun*.

You'll find me repeat this word over and over: context. Con-

text is everything. In school, you have a lot of kids who are *forced* to go to these classes and don't really want to, learning from a teacher who frankly doesn't make much money and has to deal with administration politics on a regular basis. Making that situation fun goes a long way.

On a webinar, the context is different. You have people who want to be there, who are serious about doing something to change some aspect of their life. Yet they are scared.

Give me two people—let's call them Dan and Tanya. Dan has below-average intelligence, while Tanya is in Mensa. Dan works about seventy hours a week at two low-paying jobs to make ends meet. Tanya is a trust fund baby; she has more time and money than she knows what to do with. Dan has never really displayed any talent or skill or excelled at anything in life. Tanya has a whole trophy case full of awards in a variety of different sports and academia.

Both Dan and Tanya want to lose weight, and you have a weight loss system that you know would work perfectly for both of them. When you show it to Dan, he has total confidence he can do it, and he's so jacked up about starting it that he can't sit still. When you show it to Tanya, she's nervous about whether she can do it or not and is scared to get started.

Who's most likely to be successful with benefiting from this weight loss system?

It doesn't matter that this system may take a *lot* of time to follow. It doesn't matter whether it's $1,000 to get going with it. It doesn't matter how hard or easy it is to understand. Dan will be far more likely to succeed because of how he *feels* about it. Even if he has fewer resources and less intelligence, time, and ability than Tanya.

When most webinar presenters teach, they do nothing to consciously manage the emotional states of their attendees. They let Dan feel how he feels and Tanya feel how she feels, and they hope somehow those feelings align with the offer at the end.

When constructing the content section of your webinar, it's okay the first time to spew out way too much content in terms of the length of time it will take you to deliver it—because you'll polish it down. *As you polish*, you also repeatedly do ecological checks.

ECOLOGICAL CHECKS

An ecological check is a Neuro-linguistic Programming (NLP) concept that helps you check your own feelings as they relate to deciding a course of action to take. I've used this same technique, but put myself in the shoes of my attendees.

When doing ecological checks on your webinar content, here are some of the things you look for:

- What emotional state does this put them in?
- What are the downsides of acting or thinking about acting on this?
- How does this make them feel about the future?
- Why is this better than doing nothing at all or doing something completely different?
- How important is this anyway? Does it truly matter?
- How does this relate to the beliefs and values they likely hold true?
- What is the price they'll pay in effort to realize this, and is it worth it?

The first time I go through the content section, I'm not consciously thinking about any of that stuff. I'm just putting as much "how to" as I think is appropriate. On the second pass through of the content section, I whittle it down by getting rid of the superfluous, while molding the content to fit in with the emotional states I feel are most likely to make a sale later in the webinar.

Finally, I punch up the remaining content to heighten the emotional states that will help empower my audience into action, while bringing them closer to buying what I'm selling at the end of the webinar.

The following are universal emotions that I most often rely on in my webinars and that you're likely to encounter as you create your content.

FEAR

This emotion costs more sales than any other. No matter how much someone wants something, if they're scared of the potential consequences, they'll more than likely do nothing at all instead of trying to improve their current position.

A big fear is being embarrassed. What will others think of them? Most people's identities are wrapped up in how others perceive them to be, so they'd rather not jeopardize this identity if they don't have to. Is any portion of your content creating fear, and if so—should you get rid of it? Or if you keep it—can you minimize or remove that fear?

Equally or arguably more important is the flip side. Can you associate that fear with *inaction*—the listener *not* doing what you're saying? Can you show them how the future will continue to get worse if they don't do what you're telling them to do?

Make the fear of inaction stronger than the fear of trying something new and unknown.

CONFUSION

There's a saying that a confused mind says no. That's not accurate. A confused mind usually doesn't say anything because it's too confused to say yes *or* no.

Later, I'll show you how we use a technique called "road-

mapping" to present content in a way that automatically diminishes the ability for the prospect to become confused. In addition, as you edit down your content section, make sure what you are showing them will create confidence and not confusion related to your topic.

Your goal is to present your content in a way that removes confusion and uncertainty.

ENTHUSIASM

Ever been struck with an idea so compelling you dropped whatever you were doing to immediately pursue it?

That's the kind of enthusiasm you want to foster in your content. How can you share your content so it's harder for the attendee to *sit still* than to act on the content?

Your voice is one of the best ways to create enthusiasm. On my webinars, you can hear the excitement in my voice. It becomes contagious! If you're excited to teach it, they'll be more excited to learn it.

Showing and expanding upon positive outcomes creates enthusiasm. What's good about this for the attendee, once they know it? What's better in the world as a result of them doing what you're showing? How does their future improve and when will those results start to show up?

SAFETY

Can you teach in a way that eliminates downsides and maximizes upsides? Show them that *not* doing what you're teaching is the least safe option. Expand safety outside of the attendee and relate it to the world around them.

Trust is one of the easiest ways to create safety—which is why we spent so much time on establishing your authority at the beginning. Make sure you maintain that authority throughout the content section as well, because otherwise you can jeopardize that feeling of safety.

ANGER

If you can get people upset at something and then show how your content is either a way to release that anger or that your technique destroys something morally outrageous—a great injustice—more people will act on that than just about anything.

Mob mentality is a powerful motivator.

One word of caution: anger can easily turn against the person who is inciting it. If you choose to use this emotion directly, be *careful*.

With that said, my favorite way of using anger is to get them upset with me about something. I'll say something

like, "Doesn't it make you mad that someone like me with little college education, no formal business training, and a high, nasal-voice can do this and you can't? What do you think the difference is...?"

By getting them fired up to *prove me wrong*, it increases their desire to buy my product. I hope they do prove me wrong!

LONELINESS

Henry David Thoreau is often quoted as saying, "The mass of men lead lives of quiet desperation." They rarely quote the rest of it: "A stereotyped, but unconscious despair is concealed even under what are called the games and amusements of mankind."

Keyword: concealed. This concealment makes it hard to relate and connect to the world around them, and as such, they experience one of the most cutting emotions of all: loneliness. That is their desperation. As Janis Joplin put it, "On stage, I make love to 25,000 different people, then I go home alone."

When creating your content, you have to make sure that it doesn't create a feeling of isolation or risk increasing loneliness or disconnection. On the other hand, if you can show them how what you teach them is the remedy for this disconnection and discontent, you can sell practically anything to that audience.

Now that we've discussed the emotional context of the content section, let's break down how to construct the actual content.

CHAPTER FIVE

CLEARLY DEFINED OUTCOMES

Fuzzy targets don't get hit. How can you expect your audience to know what to aim for if you don't specify the outcome for your content?

Here's my defined outcome for my webinar on webinars: to show anyone how to add webinars to their business in a way that is easy, enjoyable, and has an immediate impact on their bottom line, regardless of whether it's their first webinar or their next webinar.

Not only do I build my content to achieve that, but I let my audience know my goal.

Here's my defined outcome for my Amazon webinar: pro-

vide the easiest way for anyone, regardless of business experience, to get started with their own private-labeled, physical-products business on Amazon and make more from it part time than they do from their full-time job.

All clearly defined outcomes must have an answer to this question: "How do I accomplish this in forty-five to sixty minutes?" If you don't think it's possible, you have the wrong outcome defined. Most often, though, you'll discover that it *is* possible with the right approach and care.

When creating a clearly defined outcome, I first start with the audience. For my webinar on webinars, my audience is anyone. Usually, it's narrower than that.

I have a webinar on advanced Amazon product selection. My audience is anyone with an existing Amazon business who wants to expand their product line.

The more narrowly you define your audience, the easier it is to achieve your outcome. Why? You can more specifically speak to their situation.

Once you identify your audience, the next step is determining what feeling you want them to experience. On my webinar on webinars, it is "easy, enjoyable." Same with my Amazon webinar. Easy is my go-to.

Not everyone wants easy. P90X created an empire off of *not* easy. In my advanced Amazon product selection, all my content is geared toward getting them to want to go to Yiwu, China, with my company so they can source direct from factories. That is *not* easy. In that case, the defined outcome is "unmatchable advantage," which creates a feeling of superiority in my audience.

The last part of the outcome is the *result*. For the webinar on webinars, it's an immediate impact on the bottom line. For the Amazon webinar, it's making more part time than their full-time income. For the advanced product selection, it's being able to source ten times more product for one-tenth of the cost.

When in doubt, build a result around instant gratification. The question I ask myself is, "What's something I can show them that they could immediately do and see a result from in the very near future?"

INSTANT GRATIFICATION

The first big money I made from a webinar was for a group-coaching program called Product eClass. Essentially, the whole training was on creating information products.

The clearly defined outcome focused on a particular information product creation approach: solving one specific problem

with one specific solution, and being able to create that product in one sitting. I called it the one-one-one formula for information product creation. The instant gratification part was *one sitting*.

This clearly defined outcome dovetailed well with the pitch, too. These one-one-one products have narrow and specific applications, but I could show you how you could really take it to the next level if you joined Product eClass.

The formula for a clearly defined outcome, then, is this:

1. Audience: What audience are you going to serve?
2. Feeling: What are they going to feel as they implement what you teach?
3. Result: What outcome would your audience consider a success?

After you have your clearly defined outcome, it's time to turn it into a step-by-step process.

CHAPTER SIX

MAKING IT STEP-BY-STEP

Everything can be turned into a step-by-step process.

When I do my Amazon webinar, this is my step-by-step:

1. How to **select** the best products to private label and sell on Amazon.
2. The most efficient way to **source** those products to get the best price, quality, and shortest lead time.
3. How to create the Amazon **listing** for your product to make the most impact as soon as your product is live.
4. How to **launch** your new product so it immediately shows up in lots of places where customers are looking to buy that type of product on Amazon.

When it comes to creating a step-by-step process, follow this rule: no less than three steps, no more than five. If you

have too few steps, it means you've probably combined two or more steps together. If you have too many steps, either your defined outcome is overly-ambitious or your steps are too granular.

The best part about coming up with a step-by-step process is that you can show your audience.

Figure 20 shows how I do it on my Amazon webinar.

Figure 20. Sample slide from sales webinar

Giving your audience a roadmap goes a long way toward getting rid of confusion as it relates to the content. It also creates an open loop—they don't want to miss the next steps coming up!

After we knock off a step, we note it on our "map."

Figure 21. Sample slide from sales webinar

In this case (figure 21), you can see we just covered step one and are about to dive into step two.

Figure 22. Sample slide from sales webinar

In figure 22, we just did step one and step two, and now it's about time for step three.

Another benefit of showing it like this is that it makes the

audience more confident to act. It's only four measly steps. Heck, in my case it's *only* one word per step!

A few years back, I used the slide in figure 23.

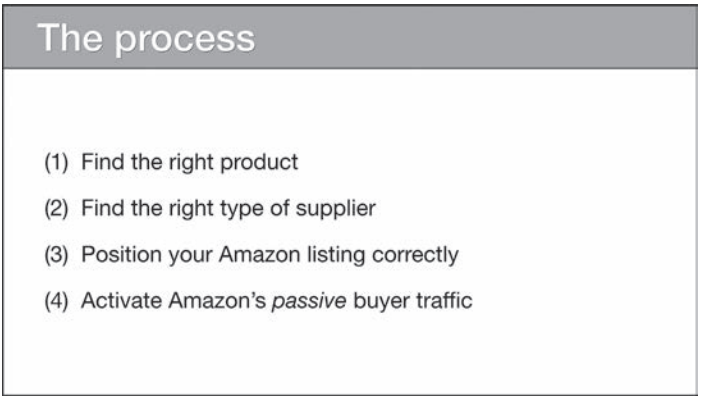

The process
(1) Find the right product
(2) Find the right type of supplier
(3) Position your Amazon listing correctly
(4) Activate Amazon's *passive* buyer traffic

Figure 23. Sample slide from an older sales webinar

Yours will likely look something like this, too. You usually start with more words than necessary. Over time, you'll develop rhythm and cadence, and keep polishing your webinar to make it even more streamlined.

Once you have your step-by-step determined you'll expand on those steps using a technique I created called "context, vision, commitment, strategy."

CHAPTER SEVEN

CONTEXT, VISION, COMMITMENT, STRATEGY

Let's say you came to me one day wanting to learn how to make money. I then proceeded to show you a strategy that involved robbing a bank. You wouldn't be happy with that strategy, would you?

But you didn't specify that you wanted a legal and safe way to make money, did you? It can be inferred, sure. Yet inference is often the death of the sale. You don't want your audience to infer. You want your audience calibrated before you jump into how to do each and every step. The first thing you need is context.

CONTEXT

Before you show someone *how* to do something, you have to set the stage for why it's important and what's involved. I like to think of it as laying the ground rules to put the proper technique into the proper perspective.

Step one in the Amazon webinar is "selecting the right physical product to private label and sell on Amazon."

Figure 24 shows the first slide I use to start the education process for this step.

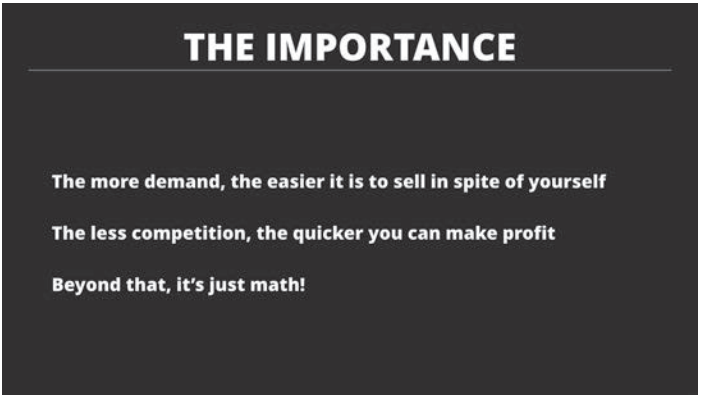

THE IMPORTANCE
The more demand, the easier it is to sell in spite of yourself
The less competition, the quicker you can make profit
Beyond that, it's just math!

Figure 24. Sample slide from sales webinar

The first part of context is often to answer the question: "*Why is this step crucial to your success?*"

The second part of context is defining what is involved. For selecting products to sell on Amazon, over the next series of slides I explain:

- Why we private label and what private labeling is
- What type of profit margins you can expect
- Why there are far more products available to sell than there are sellers to sell them

Ideally, within the context, you also increase desire to implement.

Notice how the first bullet point in figure 24 says, "The more demand, the easier it is to sell in spite of yourself."

I verbally expand on that bullet point by saying, "The better you are at picking products, the worse you can be at everything else."

I'm getting them to desire wanting to pick better products because they understand the importance. Guess what? In the offer itself, I have all sorts of cool bonuses that automate and help tremendously with product selection. I give them the manual approach during the content section, then offer the automatic approach *and* a whole bunch of other advantages during the pitch.

When I introduce the second bullet point in figure 24: "The less competition, the quicker you can make profits," I also say:

> *"Competition on Amazon actually doesn't exist—the real competition is with yourself. With what we've discovered, we*

can and do beat any and everyone. However, certain products—just by the nature of showing up—can immediately bring in more money than should be possible."

As a result, I have positioned the approach as effective no matter what.

When I was first starting in business, I listened to a *lot* of Jim Rohn audio programs. In one program, Jim explains how we all suffer one of two pains—the pain of discipline, or the pain of regret. He mentions his karate instructor saying to him, "You can't imagine what it's like to walk down any street and not feel afraid." Jim's response was, "Sign me up!"

He goes on to explain that until you see the promise, you won't endure the pain. I think of that story a lot when I think about context. Before showing them something new or different than what they are now doing (meaning, outside of their comfort zone), you have to get them to *buy in* to a specific way that trumps any other way they could do it.

Buy-in leads to *buying*. The more they buy in with excitement about doing what you're showing them at each step, the more likely they will buy at the end of the webinar.

The second step on the Amazon webinar is sourcing the product you will sell on Amazon. Figure 25 is the first slide I show to start off the second step.

WHAT IS SOURCING?
Connecting with a manufacturer who specializes in creating products for the sole purpose of putting your label and branding on those products

Figure 25. Sample slide from sales webinar

In this case, I *define* the main concept of the step. Don't assume your audience knows what you mean when you reveal a step. Define the essence of it.

The third step on the Amazon webinar is getting your product listed on Amazon. I show figure 26 when I start in on this step.

Figure 26. Sample slide from sales webinar

Then, the next slide in the presentation has the answer: *it*

starts with keywords! I proceed to talk about how, with the right approach to a listing, simply typing in a few words can be the difference between thousands and tens of thousands of dollars.

Sometimes, asking the audience a question that leads *them* to the answer is a great way to set context.

On step four, which is launching your product once it goes live on Amazon. I show figure 27 when I start in on this step.

Figure 27. Sample slide from sales webinar

I then get them even more pumped up on the next slide (figure 28).

Figure 28. Sample slide from sales webinar

It's context. You introduce a step, then lead them through or explain *why* it is so important and/or what is involved. You're setting the stage for when you do share strategy, so it lands with the strongest impact.

However, before we get to strategy...

VISION

I think Wayne Dyer put it best when he flipped the saying "I'll believe it when I see it!" to "I'll see it when I believe it."

The reality is that when you see it—*truly see it in your mind*—it becomes more likely you'll act upon it.

Let's revisit step one of the Amazon webinar: product selection. After I set the context over several slides, this is how I create the vision:

"Picture this. Any time you wish to find a new product, a new profit center, you fire up the Amazon app, punch in a few characters, and you're off. I like to do this between innings at my oldest daughter Abbie's softball games. Between bottom of the second and top of the third, you've got one, two, three, probably four or more outstanding product ideas.

Now, you know that they all won't be home runs. But that's okay because found money is free money. One of those products will, without any TLC, probably be a four-figure 'eh' product. Neat, when you know the coach doesn't even make four figures a week from a forty-plus hour day job while this one product, which you list and practically forget about, does that on autopilot. Two other products you find, they're respectable. Not quite Mai-Tais on the beach for the rest of your life income, but enough each to push you over that sacred six-figures-a-year threshold.

Sounds great until that fourth product hits—and that one dwarves the other three combined. Now, here is the secret: it usually takes four products to get that one winner. For some, it's the first. For others, the second or third. Yet, when you do get 'the one,' your life is never the same again.

And if there is a money trail on the ground, I pick up the $10s, $20s, and $50s alongside the $100 bills if they are right in front of me. That is what life will be like for you once you get the ins and outs of our particular approach for selecting products to sell on Amazon."

I created a *slice of life* with that passage, didn't I? It felt real. You could practically step into it. I *showed* you a glimpse into your own future after you master the step.

Another way you can paint a compelling vision is to tell a micro-story of your own life. Just do it in a way the audience can relate to. If a presenter started a story with: "As a young Muslim black woman..." it's going to be hard for me to step into those shoes. However, in my previous example, which only sprinkles in a touch of a micro-story, pretty much everyone can relate to baseball, even if they don't play. It's unique enough to create a vivid scene, while still being relatable to as much of my audiences as possible. However, if I were speaking to an international audience, I would probably skip the baseball example.

Here is an example of a full-on micro-story from my info product creation webinar, told over several slides:

> *"If you only knew how much pent up, untapped, yet-to-collect wealth is currently inside of you...if you had any clue of those diamonds in your own backyard...you would probably vomit right now because it would make you sick to your stomach. Here I was, putzing around, little Jason Fladlien, ghost-writing articles for other people, making them rich, all while making $4 to $5 or, if lucky, a whopping $6 per every 400 words I wrote. When, inside me I had an article-writing process that people would crawl over broken glass*

naked to get. And pay a pretty penny for the approach I had perfected for doing this, too. This wasn't lost on me. What was lost on me was how to get what I had inside of me out to the world. The first time I tried, I had the grandest intention. I blocked a whole week. I told my family, my friends, even my cat—no interruptions. No phone calls, no SOS smoke signals. When I come out, I will have my first product done and ready to sell.

One week later? Nothing. Going in, I thought one week was a short time, too! So I decided to get unreasonable. To go from one week to one weekend. Forty-eight hours—Saturday and Sunday. This time it was going to happen, surely! The weekend came and went—nothing. And this was before Netflix!

That's when I pulled out all the stops. One day. One measly, stupid day of my life. I wake up and work and don't go to sleep until I finish. The day came—nothing. The next day—nothing. Here is what I discovered: the only way I could absolutely, positively guarantee that the product would get done was to sit down and start, and not get up from my chair until the product was finished. So when someone says to me, "Jason, what if I have to go to the bathroom?" my answer is you either hold it or hurry up! When I say one sitting, I mean one single sitting. That was how I created my first product. It was seven pages long. It had a typo in the first sentence. It also made me $2,300 over the next seven days, which was

$100 more than I made writing articles all week, full time. When the smoke cleared, let's just say I was hooked!

I knew that, even if I never made another improvement to this process again—and frankly, I had a ton of room to improve—at that point I knew my life was finally and fully in my control. Why? Because anytime I wanted to, I could sit down...and when I got up I'd have an asset that would make me thousands (every time), tens of thousands (usually), or hundreds of thousands (rare, but worth it!), or more from something that only took one single, solitary session to create."

Anyone who has tried to create an information product can put themselves in my shoes. Not only does this make me relatable, it creates a pretty strong response with my audience—essentially: "I want to do that!"

Another way you can create vision is to tell a customer's micro-story. Remember how I gave you an example of how I could set up the vision for the first step of the Amazon webinar? I used to do stories like that in the past, until Raul showed up.

I will never forget this. We were days from launching our Amazon webinar when my business partner, Wilson, tells me I should talk to this guy named Raul.

The offer went live on Thursday. We had five guys promoting with us, relying on my webinar to do their webinars.

I interviewed Raul on a Saturday morning prior to the launch. When the interview ended, I knew I had to change the whole webinar. I informed my partners, many of whom had spent time learning the webinar I had already given them. Let's just say they weren't happy with this turn of events.

One particular partner wouldn't quit complaining. My comment to him: "You can be lazy, or you can open yourself up to making an extra hundred thousand dollars this week. In the future, can you rest easy knowing you let so much money slip through your hands because you won't buck up and go hard for a few days?"

Context!

Now, when I introduce the first step of my Amazon webinar, this is the *shortened* version of how I painted the vision:

> *"In order for you to get the full value of this step, I'm going to share with you the story of Raul because, within his story, I think is the single greatest approach I've ever seen for meeting with success on Amazon—and it extends far beyond just selecting products to sell. When we first brought this opportunity to Raul, here is where he found himself: he was the father of four, working as a full-time nurse at a critical care*

unit. If you are familiar with this profession, full time means way more than forty hours a week. In the meantime, he was going back to school part time to earn his bachelor's degree. On top of all that, he was also active in his local church and community, and lastly, he barely had two nickels to rub together for warmth. Tough situation. Here was a good guy, an honest guy, a nice guy, a broke guy! He found himself broke. He even confessed to me later that he felt like he had let his wife down because he had tried all these things over the years to make money and had nothing to show for it.

Now, a lot of people ask me, "Jason if this stuff you teach is so good, why don't you just do it yourself instead of teach it?" Here's why. Raul taught me as much about product selection as I ever taught him. Listen to this clip from an interview I did with him..."

As I play the audio clip, we flash the transcripts on the screen so that the attendees can read along (figure 29).

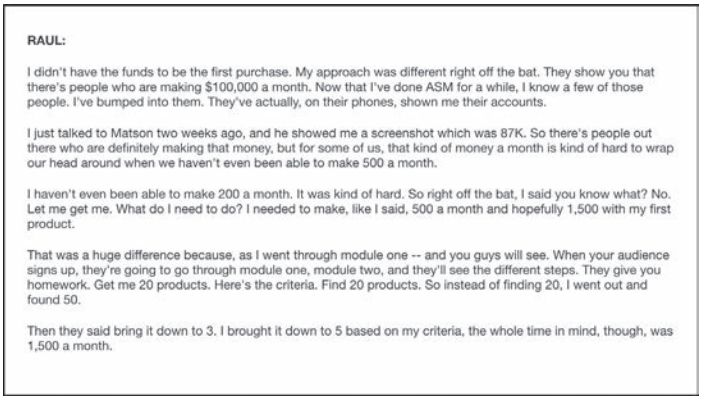

RAUL:
I didn't have the funds to be the first purchase. My approach was different right off the bat. They show you that there's people who are making $100,000 a month. Now that I've done ASM for a while, I know a few of those people. I've bumped into them. They've actually, on their phones, shown me their accounts.
I just talked to Matson two weeks ago, and he showed me a screenshot which was 87K. So there's people out there who are definitely making that money, but for some of us, that kind of money a month is kind of hard to wrap our head around when we haven't even been able to make 500 a month.
I haven't even been able to make 200 a month. It was kind of hard. So right off the bat, I said you know what? No. Let me get me. What do I need to do? I needed to make, like I said, 500 a month and hopefully 1,500 with my first product.
That was a huge difference because, as I went through module one -- and you guys will see. When your audience signs up, they're going to go through module one, module two, and they'll see the different steps. They give you homework. Get me 20 products. Here's the criteria. Find 20 products. So instead of finding 20, I went out and found 50.
Then they said bring it down to 3. I brought it down to 5 based on my criteria, the whole time in mind, though, was 1,500 a month.

Figure 29. Sample slide from sales webinar

Then, I say:

> *"See, Raul didn't make an excuse in place of making money. Even though he didn't have enough funds to get a product up and going, he didn't just give up. Because he realized how important this was, he saved up money, which is its own lesson: it doesn't take much to get started. Just one or two paychecks and you're on your way. So if you're sitting here thinking you can't ever do this because you don't immediately have the start-up capital in place, I suggest you reconsider that. See, if you have the desire to be wealthy, we can make the circumstance fit the opportunity. Raul's circumstance was that he and his wife set a goal to make $1,500 in the first three months his product went live. So Raul took a unique approach to product selection."*

I then play another audio clip as I show the next slide (figure 30).

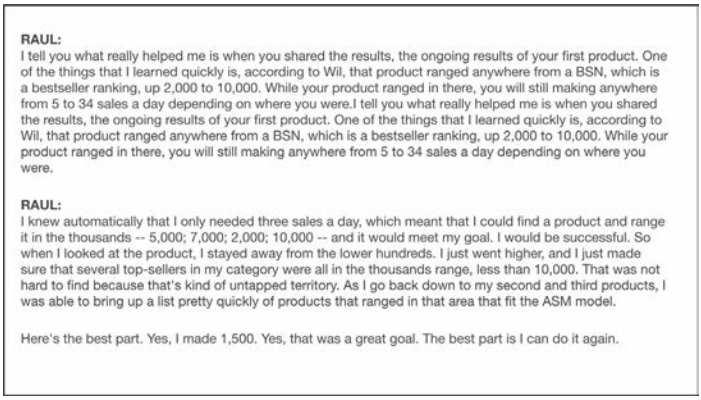

RAUL:
I tell you what really helped me is when you shared the results, the ongoing results of your first product. One of the things that I learned quickly is, according to Wil, that product ranged anywhere from a BSN, which is a bestseller ranking, up 2,000 to 10,000. While your product ranged in there, you will still making anywhere from 5 to 34 sales a day depending on where you were.I tell you what really helped me is when you shared the results, the ongoing results of your first product. One of the things that I learned quickly is, according to Wil, that product ranged anywhere from a BSN, which is a bestseller ranking, up 2,000 to 10,000. While your product ranged in there, you will still making anywhere from 5 to 34 sales a day depending on where you were.
RAUL:
I knew automatically that I only needed three sales a day, which meant that I could find a product and range it in the thousands -- 5,000; 7,000; 2,000; 10,000 -- and it would meet my goal. I would be successful. So when I looked at the product, I stayed away from the lower hundreds. I just went higher, and I just made sure that several top-sellers in my category were all in the thousands range, less than 10,000. That was not hard to find because that's kind of untapped territory. As I go back down to my second and third products, I was able to bring up a list pretty quickly of products that ranged in that area that fit the ASM model.
Here's the best part. Yes, I made 1,500. Yes, that was a great goal. The best part is I can do it again.

Figure 30. Sample slide from sales webinar

Then I say:

> *You see, I learn from you as much as you learn from me because we're in this together. When Raul first started selling with us on Amazon, we gave him access to everything we did when we started our first business on Amazon because we documented the process step-by-step, including our results, plain as day for everyone to see. And even though our product wasn't anywhere close to the best seller in its category—it was doing five to thirty-four sales a day. Oops! Raul used that for inspiration to make his $1,500 per month—the goal he had set with his wife—and when he drilled that down using the approach I'll share with you in a second, he accidentally screwed it up and did this (figure 31)...*

Sales Summary

	Ordered product sales	Units
7 Days	$6,071.90	162
15 Days	$13.422.10	358
30 Days	$24,017.85	643

View more of your sales statistics

Figure 31. Sample of results used in the webinar

...because everyone underestimates just how big Amazon is."

Now, do I go into strategy after giving them the context and vision for the step? *Sometimes.* I either get commitment then show strategy or go into strategy then get commitment. These last two I flip around depending on what feels best.

STRATEGY AND COMMITMENT

There are two ways I rely on teaching the "how" of the content portion of a webinar: steps or criteria.

Let's look at step one in the Amazon webinar, product selection. Here is how I teach attendees to pick products on the webinar:

1. Pick products that have proven buyer demand.
2. Demand starts with best-seller rank in each and every top-level category on Amazon.
3. Filter that demand to an income stream you'd like to show up in your life.
4. Use tools to help assist you.

You could spend hours going into the ins and outs of just those four steps that, when combined, accomplish *step one*. On strategy, I like to spend 30 percent to 35 percent of my time in the content section on step one alone. Two reasons for this: First, if you lose them on step one, you probably lose them for good. Second, pacing. We start "slow" and pick up the pace, and the tempo hits a frenzy right as we start our pitch.

Your goal is to, in about twenty minutes, show them the first step in a way they can easily wrap their heads around, feel confident being able to go out do it and see themselves (in their minds) actually doing and benefiting from using the first step.

Here is how I do this on the Amazon webinar. (Note: I have skipped some of the slides for brevity sake to provide the *gist* of it to you here. It is recommended that you go to WebinarExtras.com if you want to see this webinar in action in its entirety.)

First is a simple slide (figure 32) to set up the strategy.

Figure 32. Sample slide from sales webinar

On the next slide (figure 33), I show and say:

Figure 33. Sample slide from sales webinar

"Start in one of these categories, because we have a millionaire in each of these. Other categories are good I'm sure, but these I know for a fact can produce millionaires from scratch."

I do not read off the categories and, in fact, advance the slide quicker than they can probably write down or note the categories. This is done intentionally, to force them to keep up and make sure they are paying attention, and also to gently instill a fear of loss.

On the next slide (figure 34), I show and say:

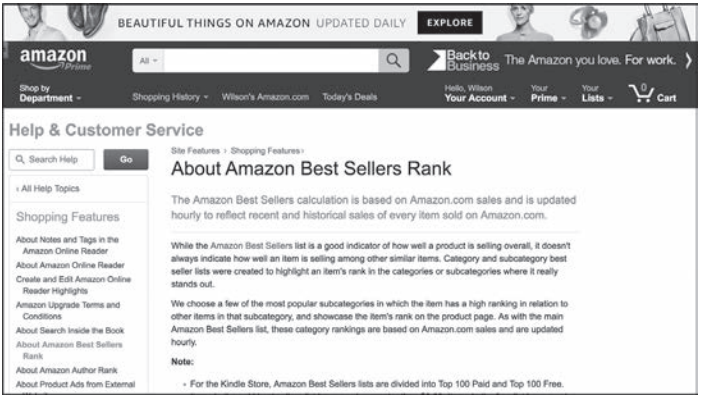

BEAUTIFUL THINGS ON AMAZON UPDATED DAILY
EXPLORE
amazon
Prime
All
Back to Business
The Amazon you love. For work.
Shop by Department
Shopping History
Wilson's Amazon.com
Today's Deals
Hello, Wilson
Your Account
Your Prime
Your Lists
Cart
Help & Customer Service
Search Help
Go
All Help Topics
Shopping Features
About Notes and Tags in the Amazon Online Reader
About Amazon Online Reader
Create and Edit Amazon Online Reader Highlights
Amazon Upgrade Terms and Conditions
About Search Inside the Book
About Amazon Best Sellers Rank
About Amazon Author Rank
About Product Ads from External
Site Features › Shopping Features ›
About Amazon Best Sellers Rank
The Amazon Best Sellers calculation is based on Amazon.com sales and is updated hourly to reflect recent and historical sales of every item sold on Amazon.com.
While the Amazon Best Sellers list is a good indicator of how well a product is selling overall, it doesn't always indicate how well an item is selling among other similar items. Category and subcategory best seller lists were created to highlight an item's rank in the categories or subcategories where it really stands out.
We choose a few of the most popular subcategories in which the item has a high ranking in relation to other items in that subcategory, and showcase the item's rank on the product page. As with the main Amazon Best Sellers list, these category rankings are based on Amazon.com sales and are updated hourly.
Note:
For the Kindle Store, Amazon Best Sellers lists are divided into Top 100 Paid and Top 100 Free.

Figure 34. Sample slide from sales webinar

"Amazon tells you, hour by hour, from one to one million in each category, who is selling the best to the worst. There is no guesswork involved here—you know up to almost the minute exactly how well each and every product is doing on Amazon. If you know how to look for the right numbers, what an incredible advantage you can have!"

On the next slide (figure 35), I show and say:

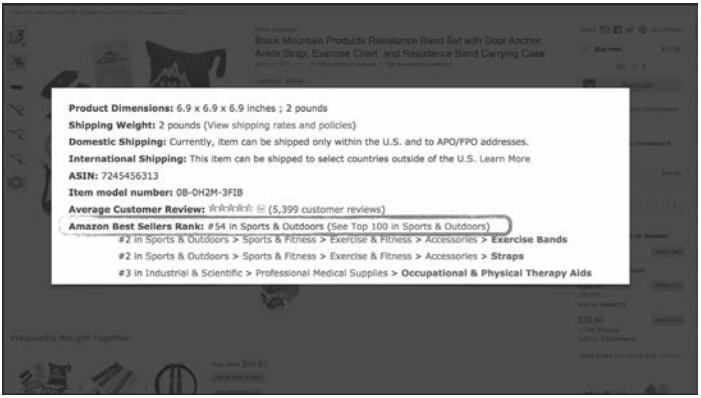

Black Mountain Products Resistance Band Set with Door Anchor, Ankle Strap, Exercise Chart, and Resistance Band Carrying Case
Product Dimensions: 6.9 x 6.9 x 6.9 inches ; 2 pounds
Shipping Weight: 2 pounds (View shipping rates and policies)
Domestic Shipping: Currently, item can be shipped only within the U.S. and to APO/FPO addresses.
International Shipping: This item can be shipped to select countries outside of the U.S. Learn More
ASIN: 7245456313
Item model number: 0B-0H2M-3FIB
Average Customer Review: (5,399 customer reviews)
Amazon Best Sellers Rank: #54 in Sports & Outdoors (See Top 100 in Sports & Outdoors)
#2 in Sports & Outdoors > Sports & Fitness > Exercise & Fitness > Accessories > Exercise Bands
#2 in Sports & Outdoors > Sports & Fitness > Exercise & Fitness > Accessories > Straps
#3 in Industrial & Scientific > Professional Medical Supplies > Occupational & Physical Therapy Aids

Figure 35. Sample slide from sales webinar

> *"At the time I took this screenshot, this product—a resistance band set—was the fifty-fourth best seller in the entirety of the Sports and Outdoors category. Having done this for a while, I know this easily translates into 200-plus sales a day, and during times like Christmas and Prime Day, they're moving 300 or more units per day on autopilot. You know what this is? This is one product doing over one million dollars in sales a year, year in and year out."*

I'm setting up the offer subtly. How can I correlate the best-seller rank with units per day? I expand on that over additional slides, but still *leave some back* to foster demand. I call this persuasional foreplay.

The third part of step one is to pick products based on income streams. Figure 36 sets that up.

Figure 36. Sample slide from sales webinar

I expand on it on the next slide (figure 37), as I say:

> *"The clearer you understand what the product you sell on Amazon can do for your life, the more likely you'll meet with quick success. This is a Tesla, and I own a Tesla. I've driven some of the finest automobiles over the years, and this is by far my favorite. It's my dream car. The monthly payment on this car is exactly $1,486.50. What types of Amazon products would pay for a Tesla?"*

Figure 37. Sample slide from sales webinar

Now we show them actual products (figure 38)...

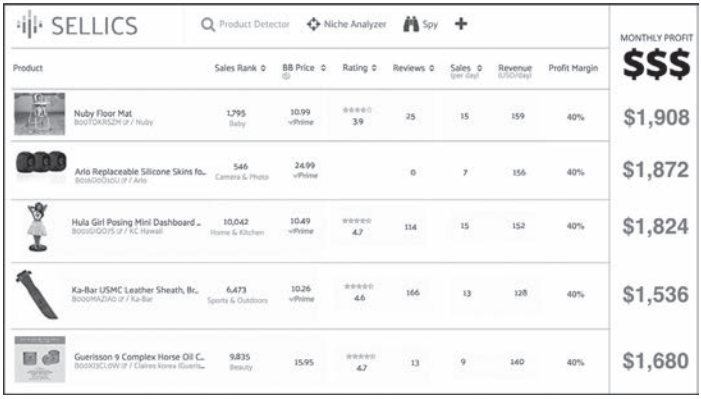


Figure 38. Sample slide from sales webinar

...while I explain:

> *"A lot of product selection research just comes from using the right tools. This is Sellics, a little-known Amazon tool that most sellers have not and will never hear of. It's an expensive tool, but it's worth every penny. In less than five minutes,*

without really even trying, I found several "Tesla" products. For example, here is a floor mat. It has a best-seller rank of 1,795, a rating of just 3.9 stars. (The average product on Amazon is rated at 4.4, by the way.) It only has twenty-five reviews. Yet in spite of that, it pulls in around fifteen sales a day. That's $159 per day. Let's assume a lower-than-normal profit margin of 40 percent, and this thing can make you, without much effort, $1,908 cash in your pocket—month in and month out. In other words, your dream car plus $500 left over to do with as you please. Now take a look at this product, silicone skins for a camera. It retails for $24.99, and if you look close, you can see it has exactly zero reviews. Not a single review. Yet it still sells around seven a day, which translates to $1,872 a month. You might wonder, 'Jason, why would people buy products without reviews?' and the answer is simple. To most shoppers on Amazon, the worst product is better than no product. I'm telling you, the Amazon customer is a special beast: many of them will buy practically anything put in front of them! This is one of the reasons why people succeed in doing their Amazon business with us even if they've failed in every previous business endeavor they have tried…"

I continue on like this with the next three products.

It's highly recommended that you go to WebinarExtras.com to watch how I use animation in (figure 38) to drive home my points.

I intentionally, by the way, chose products in different categories to give the impression that Amazon is just teeming with opportunities everywhere you look—which is true! This is just the best way to show it.

Most of my audience wants to make more than a grand or two per month. This is why I then teach product selection (figure 39)—only with a house.

Figure 39. Sample slide from sales webinar

> "*This is not my home, but it's about fifteen minutes away from where I live. Now, I live in Southern California where the prices are much higher than most other places. Here is a million-dollar home. In Iowa, you'd get a whole lot more home than this for a mil, but even in Southern California this is about 4,000 square feet, five bedrooms, three baths, and about $5,000 a month for the mortgage. What products could cover your dream home?*"

The two biggest purchases most people will ever make in their life are their home and their vehicle. This is why I often use them as examples in my webinars.

Then, (figure 40), I go through the same process with products that satisfy the net profit per month goal of $5,000.

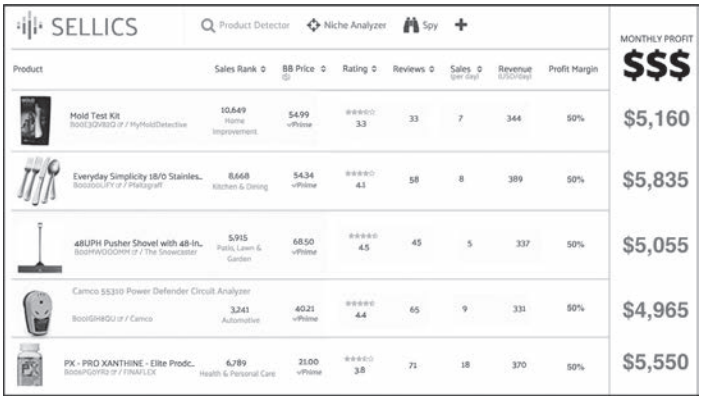


Figure 40. Sample slide from sales webinar

Repetition of key points is important. People consciously forget most of what they hear, just like most people don't remember what they ate for dinner twelve days ago. Heck, I even call my cats by my kids' names and vice versa sometimes!

Use repetition for those key, paradigm-shifting lessons. Just make sure it's engaging and not boring when you use repetition.

With figure 40, I've created an objection—*intentionally*. The objection is:

"Jason, I don't have access to a tool like this."

In their mind, they realize they have to buy it or hope to find a free alternative. During my pitch, though, much to their delight, they've discovered I've given them full access to Sellics for free, as a bonus. Persuasional foreplay.

For the Amazon webinar, I used to tell them: "There are free and paid ways to do this. We have access to a tool you can pay for, though later I can show you how to get it for free. That doesn't matter, what matters right now is understanding how this relates to the bigger picture of measuring demand to pick products..."

What I found was, *for this specific instance*, not letting them know they could get the tool for free—and positioning it as expensive and hard to find—worked best. That might not work for a different webinar on a different topic. Use these strategies as guidelines and refine based on data and instinct.

Now that the strategy for step one has been covered, the last thing I have to do is get commitment to doing what I just showed them and acknowledging that what I showed them was incredible and valuable.

Figure 41 is how I start with getting commitment.

Figure 41. Sample slide from sales webinar

Keep in mind, I just showed them products that sell three to ten units a day. Small stuff. Now, I kick it up a level by showing them several slides like the one in figure 42.

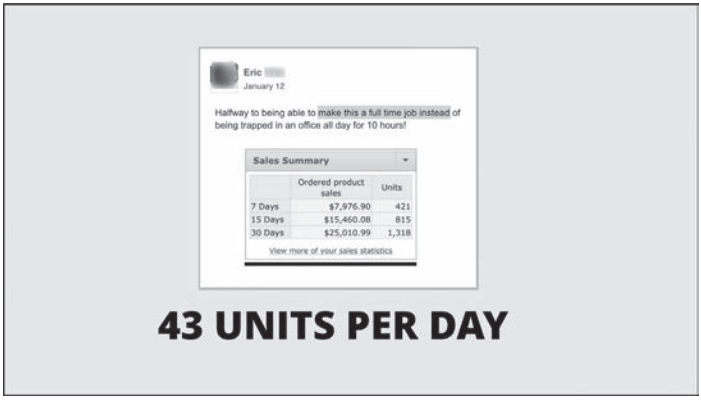


Figure 42. Sample slide from sales webinar

When I show figure 42 I say:

> *"When Eric started, he figured five to eight units a day was good since he had a full-time job, and oops...he's selling forty-three units a day."*

Then I show a slide with Helen, who is doing £6,261.18 within her first thirty days on Amazon, and I say:

> *"Here's Helen, who got up to sixteen units per day in her first thirty days, and she's not even using Amazon.com—instead selling on the UK Amazon site, which is much smaller, yet is easily bringing her sixteen units a day as she warms up!"*

I proceed like this with a few more examples of people who started out wanting to go small and end up going big.

Note the double duty of the Helen testimonial. Not only is she proving my point that people understand Amazon demand, but she's also international. About 30 percent of my audience is from outside of the United States.

Now that my point is made, it's time to get commitment, which I do with figure 43.

AGREE?
There are thousands and thousands (and thousands) of products that are available for more than one seller to pull in incredible numbers on Amazon?
And profit from without doing things even close to "perfect"?
And it can be done relatively quickly?

Figure 43. Sample slide from sales webinar

Note that it's three questions, all with the answer yes. Yes, yes, and yes. I love using the triple yes technique to get commitment.

Now, I don't put this on the slide in figure 43, but I say after the third bullet point:

> *"So, when are you going to start?" Pause. "If you didn't answer, 'As soon as humanly possible,' check your pulse to make sure you're still alive!"*

When you start, it's recommended that you just flat out write on the slide what you want them to commit to and simply read it out loud to them. Once you get a knack for it, though, you'll find sometimes it's better to make it feel organic by saying it out loud, seemingly off the top of your head.

After commitment, we transition to the next step (figure 44).

Figure 44. Sample slide from sales webinar

And say:

> *"Now that you have that perfect product to start your Amazon business, it's time to source it, then list and launch it. Let's talk about sourcing."*

Simple transition. Note that I phrased it as if they have already done it. This creates ownership, which makes it easier to get them to buy the product you sell at the end.

CRITERIA

Not every step easily lends itself to be broken down to "steps within the step." Sometimes I use the criteria approach instead, which is simply setting up a "If you want to do x, here is what you must consider" frame.

Indeed, that is what I do for the second step in the Amazon webinar—sourcing your product.

After setting the context and creating the vision, I say, while showing the appropriate slides, "*There are five factors that make sourcing your product successful. They are...*"

- *Low initial order quantity*
- *Lead time*
- *Profit potential*
- *Product quality*
- *Sourcing options*

I then explain each, and either how to achieve them or the best way to go about measuring them.

For example, with low initial order quantity, I will show them products you can get started with—just ten pieces, 100 pieces, 300 pieces, or even one piece. Figure 45 is how I show it.

Alibaba.com
Home Decoration Hula Girl Dashboard Bobble Head For Sale
US $0.5-8 / Piece
300 Pieces (Min. Order)
Wholesale High Quality No Bark Dog Collars
US $0.23-1 / Piece
100 Pieces (Min. Order)
Bowie knife sheath | Leather bowie knife sheath
US $0.01-0.02 / Piece
10 Pieces (Min. Order)
Natural Rubber Bath Mat Bathroom Floor Mat for 2017
US $1-3 / Piece
500 Pieces (Min. Order)
Mouth Guard Private Label Teeth Whitening Night Strips For Home Use
US $6-7 / Box
1 Box (Min. Order)
40L 10 Gallons Outdoor Hiking Folding Solar Camping Portable Shower
US $9-7.99 / Piece
10 Pieces (Min. Order)
Figure 45. Sample slide from sales webinar

Important: notice the hula girl and the knife sheath. Those were also products that I showed in step one (figure 40) as they related to profit potential. The better you have continuity between steps, the more powerful each step becomes.

My point for sourcing is this: it's easy to start with a low initial order quantity to minimize risk, as long as you look for it. Just the fact that it's possible is eye opening to my audience. They think you need thousands of units before a supplier will private label a product for you.

I do the same thing with lead time. I explain that, all things being equal, it's better to start profiting sooner rather than later. Then I show a slide (figure 46) proving you can go from idea to live on Amazon in less than one month.

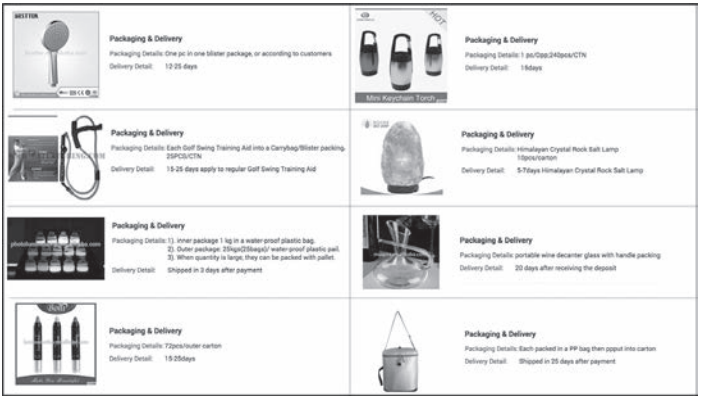

Packaging & Delivery
Packaging Details: One pc in one blister package, or according to customers
Delivery Detail: 12-25 days
Packaging & Delivery
Packaging Details: 1 pc/Opp;240pcs/CTN
Delivery Detail: 15days
Mini Keychain Torch
Packaging & Delivery
Packaging Details: Each Golf Swing Training Aid into a Carrybag/Blister packing. 25PCS/CTN
Delivery Detail: 15-25 days apply to regular Golf Swing Training Aid
Packaging & Delivery
Packaging Details: Himalayan Crystal Rock Salt Lamp 10pcs/carton
Delivery Detail: 5-7days Himalayan Crystal Rock Salt Lamp
Packaging & Delivery
Packaging Details: 1). inner package 1 kg in a water-proof plastic bag. 2). Outer peckage: 25kgs(25bags)/ water-proof plastic pail. 3). When quantity is large, they can be packed with pallet.
Delivery Detail: Shipped in 3 days after payment
Packaging & Delivery
Packaging Details: portable wine decanter glass with handle packing
Delivery Detail: 20 days after receiving the deposit
Packaging & Delivery
Packaging Details: 72pcs/outer carton
Delivery Detail: 15-25days
Packaging & Delivery
Packaging Details: Each packed in a PP bag then ppput into carton
Delivery Detail: Shipped in 25 days after payment

Figure 46. Sample slide from sales webinar

For profit potential, figure 47 shows how I "teach" them.

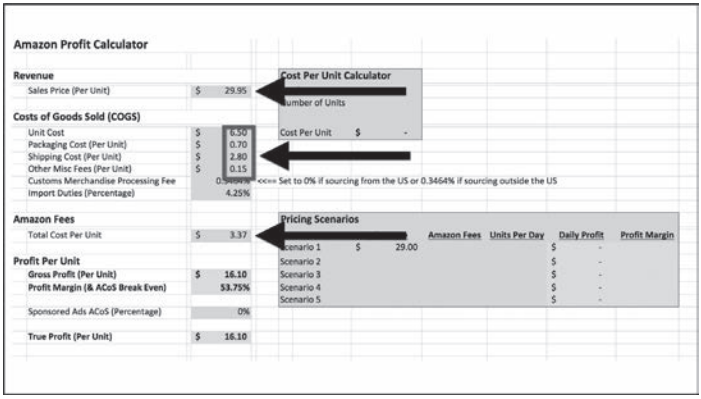

Amazon Profit Calculator
Revenue
Sales Price (Per Unit) $ 29.95
Costs of Goods Sold (COGS)
Unit Cost $ 6.50
Packaging Cost (Per Unit) $ 0.70
Shipping Cost (Per Unit) $ 2.80
Other Misc Fees (Per Unit) $ 0.15
Customs Merchandise Processing Fee
Import Duties (Percentage) 4.25%
Amazon Fees
Total Cost Per Unit $ 3.37
Profit Per Unit
Gross Profit (Per Unit) $ 16.10
Profit Margin (& ACoS Break Even) 53.75%
Sponsored Ads ACoS (Percentage) 0%
True Profit (Per Unit) $ 16.10
Cost Per Unit Calculator
Number of Units
Cost Per Unit $ -
<<<= Set to 0% if sourcing from the US or 0.3464% if sourcing outside the US
Pricing Scenarios
Amazon Fees
Units Per Day
Daily Profit
Profit Margin
Scenario 1 $ 29.00
Scenario 2
Scenario 3
Scenario 4
Scenario 5

Figure 47. Sample slide from sales webinar

I set the tone by explaining how, for years, we just sort of guessed at profit margin. As long as we were sort of close, since there was so much margin, that was okay.

However, over time, we got better and better the more we did this. Eventually, we created a spreadsheet that could measure almost down to the exact penny on every cost. We now provide this to our existing Amazon seller community. I walk through each important part of the spreadsheet briefly:

> *"First, just put in what you plan to sell your product for. Let's say you're going to sell your product for $29.95. Then, once your manufacturer gives you a quote, plug it into the appropriate fields in the cost of good sections. Let's say your unit cost is $6.50 per product, $0.70 for packaging, $2.80 to ship it to Amazon, and $0.15 extra per unit for special engraving to make your product stand out. After that, use the Amazon fees calculator that Amazon provides freely,*

and put that bottom-line number in here—for this product, it's $3.37. That's it! You now know your profit margin and your profit per unit."

Then I advance the slide (figure 48) and ask, "Is this a good margin?"

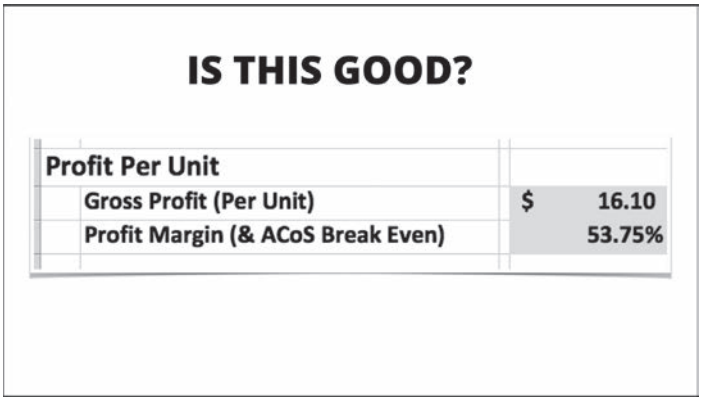


Figure 48. Sample slide from sales webinar

They can see how, using very real and doable numbers, this product would make $16.10 every time a unit was sold.

I showed them what to account for and wowed them with this spreadsheet, but I didn't say I'd give it to them. I didn't tell them how they would get it or give them instructions on how to do this without the spreadsheet. Later, during the pitch, I position this spreadsheet as a free resource, one of many that we've made available inside our community, which they get access to once they join.

Is this *slimy?* I used to think so—dangling something in front of my audience but not providing any real "value" independent of them spending money with me. That used to be my belief. Then, hundreds of webinars later, trying to meticulously give them a free, manual, labor-intensive version they can use independent of buying or not, and then positioning my turnkey option at the end as vastly superior...that not only cost me a lot of sales, but it didn't seem to actually help my audience.

By switching my presentation to, "Here's a spreadsheet we built for our community," I'm showing them that it's possible to make it point-and-click, and that the profit margins can be higher than the 40 percent I've been showing. Also, I pointed out that even if you aren't precise and don't have the spreadsheet, you're still fine because for years we ourselves sourced products without this spreadsheet.

For the "quality" criteria, I just use the simple slide in figure 49.

WHAT TO LOOK FOR
Quality
• It's relative to price
• Your goal is to have a slightly better quality than the highest rated competitor products that sell for a similar price

Figure 49. Sample slide from sales webinar

For sourcing options, I inform them they can Google, use alibaba.com, or use a procurement service. Again, showing is preferable to telling (figure 50).

Figure 50. Sample slide from sales webinar

I give them actual examples as if they would do it themselves. This makes it easier for them to see it in their mind. I do the same with Alibaba. For procurement services, I show the slide in figure 51.

China Concierge
Please complete all field below, being careful to provide accurate information. Once you submit the form, you will receive a confirmation via email within 15 minutes of your submission. If you do not receive this, make sure you check your SPAM folder.
IMPORTANT: You may only submit one sourcing project. Once this project is finished, you may submit more, within the allotted timeframe. Before submitting your project request, make sure you have read the "A Brief Guide to Sourcing from China" PDF in the OPP Masters Members area.
Your Full Name (Which You Used to Sign Up for OPP)
This must be the EXACT name you used to sign-up for OPP. Using a different name or variation will not allow us to validate your eligibility, and your project will not be accepted!
Your OPP Email
This must the the email you used to sign up for OPP.
Email Confirmation
Please re-enter your OPP email address. Make 100% sure this is correct, or you will not receive updates from us on this request!
What Product Do You Want to Source?
Please provide a short name of the product.
Specifications
Provide specific details, such as color, size, features, etc.
Mailing Address for Sample Shipment
We will use this to price the shipment of samples to you if you request it. You will be solely responsible for paying the supplier directly in order for samples to be sent to you. If you prefer not to provide an address, now, just write "none" in this field.

Figure 51. Sample slide from sales webinar

Here's what I say when this slide comes up:

> *"While you can cut your own hair, most people find it better to use a barber. When you're starting, I recommend you just pay a third-party service to go and find your products for you. The fee is usually worth it. We even have a company with real people boots on the ground in China, where we offer this service. We've had people happily pay us for it, and we have successfully helped thousands of customers. I don't care if you use my service or anyone else's, as long as you find a product that meets all the previous criteria we discussed."*

That's the end of strategy for step two. Getting commitment follows, which I do like this:

> *"So, which of these options are you going to first use when you go out and find the manufacturer to private label your product and send it over to Amazon so you can start making your fortune?"*

Simple, yet effective.

When do you decide to use the "steps within the step" approach versus the criteria approach? I do it by gut. What feels right is usually right. I felt it better to go step-by-step for selecting the product, but it just seemed easier to show how to source the product by giving them factors to consider. Try one approach, see how it works on the webinar, and if it feels off, try the other. But it's always either "steps within steps" or criteria.

On the Amazon webinar, I used to do step three—listing your product—step-by-step. It worked out okay. Then, I switched to a criteria approach and it just flowed so much better. I could tell because of the commitment I got after teaching step three (figure 52).

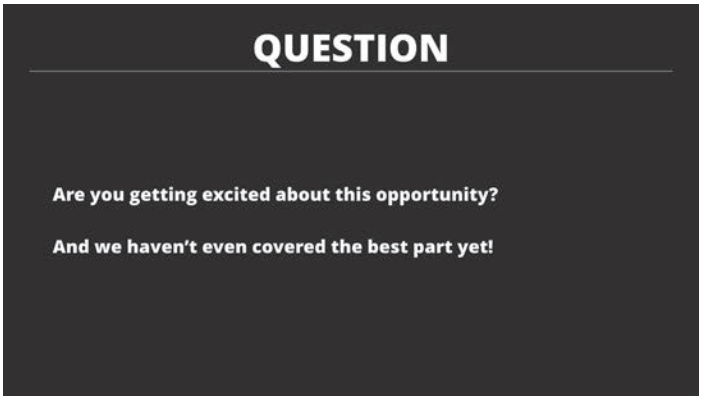


Figure 52. Sample slide from sales webinar

Before, when I taught step three as steps within the steps, I

would get a favorable pop when I used the "Are you getting excited..." slide. When I switch to criteria, I got a more favorable response, which I took as an indicator that it resonated more fully with the audience.

TYPES OF COMMITMENTS

As we've discussed in the introduction section, there are macro-commitments and micro-commitments. These can be applied either directly or indirectly.

If you do *nothing* else, adding direct micro-commitments to your webinar presentations should add a significant amount of selling power to them.

A micro-commitment is designed to get a *yes* from your audience. I like to get 150 yeses *before* I ever ask for the order.

In fact, let's take that one sentence and turn it into a micro-commitment. Getting more yeses *before* you ask for a "yes" decision related to your offer would go a long way, wouldn't it? And isn't it simple, if you think about it, to get these micro-commitments? When you get these commitments, doesn't it make sense to do it in the most natural way possible?

Let's analyze. *Wouldn't it? Isn't it? Doesn't it?* At the beginning of the sentence, in the middle of the sentence, at the end of it. You have to get good at mixing up the specific commitment

phrases as well as the positioning them, otherwise it can get distracting...*can't it?*

Indeed. This will feel awkward at first, won't it? Isn't it unnatural? Because this takes practice, doesn't it make sense to have some go-to phrases you can develop to always fall back on?

Again, notice I used one commitment at the beginning, another in the middle, and yet another at the end. Make sense?

"Make sense?" is yet another commitment phrase. You'd like to know the one I use most often though...right?

"Right?" is actually my favorite because it's one word and you can stick at on the end of any sentence (right?).

Here are other similar commitment phrases to "right": *Agreed? Correct? Deal? See what I mean? Understood? Got it?*

There are also soft commitments. You can phrase any commitment as either hard or soft. Compare "Is it starting to become clear to you?" versus "It's becoming clear to you, isn't it?"

"Does that make sense?" versus "Doesn't that make sense?"

"Does that ring true with you?" versus "That rings true with you, doesn't it?"

"Is it beginning to fall in place?" versus "It's beginning to fall in place, isn't it?"

Mostly, you want to use hard commitments. Most presenters talk *at* their audience but don't talk *to* their audience. Hard commitments are a way to check in with your audience to make sure they're in sync with you.

There are times, though, where you should use soft commitments. Either for effect or because you truly aren't sure if your audience got what you just said.

"Are we on the same page?" I'll sometimes ask after going through a step to see if the audience "got it" or not. If they didn't get it, I don't pretend they did. I address it. Example:

> *"Okay, for some of you it isn't clear yet, but I think it will become clear to you over the next few slides. So even if it doesn't make sense right now, it should become apparent as we move forward."*

Sometimes, I can tell I lost the audience completely, so I will flat out say something like:

> *"Okay, I screwed up explaining that, because if you got what I just said, I think you'd be much more excited than you are. So let me try that again."*

Then I will verbally go through, on the fly, what I think is a better explanation and get commitment for that before moving on. Afterwards, I'll fix my webinar so that doesn't happen again!

You can and should also use certain, specific soft commitments for flair. Here are some of the ones I use to really add a punch to my presentations:

> *"If we stopped the webinar right now, would you feel you've already gotten more from this webinar than most if not all other webinars you've attended?" Pause for answer. "Excellent. And here's the thing. We're just getting started."*

Another:

> *"Do you think that doing this instead of what you're currently doing is likely to yield a better result? Are you willing to promise me that you'll do this instead the next time the situation comes up? Swear? Pinky promise?"*

Another:

> *"Now, you have one of three choices. You can choose to do things the old way—the natural way, but the limiting way nonetheless. I call this maintaining the status quo. Your second choice is to do nothing. Not sure how that's going to help you, but it is a choice. Your third option—you can*

actually use what I showed you. Not think about it, not just say 'Yeah, that sounds like a good idea,' but actually take this thing out in the real world and make it show up where it counts. Which of these three options can you see yourself doing?"

I like to, throughout the presentation, have three or four of these commitments, because they place the emphasis on action, not just on learning.

You should begin to construct your set of macro-commitments that you can whip out and use as easily and naturally as breathing. I scripted and memorized mine when I first started until it became second nature. Again, feel free to use as much of the material in this book in your presentations as you wish. Borrow phrases liberally.

Here is a formula you can use as well to make this a snap for creating your own commitment scripts. I call it the "one, two, three commitment formula." You ask a broad commitment question, a specific commitment question, and then the question that gets the **big commitment.**

Here is one of the simplest ones to use to transition from content to pitch:

- **Broad commitment question:** "Did you enjoy our time together on the webinar thus far?" *Yes.*
- **Specific commitment question:** "Would you like to spend more time together than just this one webinar?" *Yes.*
- **Big commitment question:** "If I had something that would take what we discussed today and kick it up to the next level, would you like to know about it?" *Yes.*

Another example:

"You can see how this could save you a lot of time and money, right?" *Yes.* "And saving a bunch of time and money would make a huge impact on your life, wouldn't it?" *Yes.* "So what I just showed you—which we agreed is valuable both in the time and the money department—instead of wasting it, are you actually going to commit to me, yourself, and the whole world to use it?"

One more example:

"Wouldn't it have been nice to know this twenty years ago instead of just now?" *Yes.* "And doesn't it suck that most people will go their whole life blissfully unaware of this?" *Yes.* "Yet even if you knew this twenty years ago and chose to ignore it, you'd actually be worse off today than remaining in the darkness of your own ignorance because you willingly played a role in your own downfall. What would you need to do to make sure this doesn't happen?"

I've given you general examples, but the more specific you can make something related to your offer, the better. Mold these examples into something specific to your topics and you'll be off to the races!

One more thing on commitments—if done wrong, it's *annoying*. I still, to this very day, see speakers who should know better than to say dumb stuff on webinars like, "Who here wants more money?" Blah. Not only is it completely unimaginative, but the audience feels manipulated. Despite that, commitments are so powerful that even being a *hack* about it can work. However, I prefer to *not* annoy the audience while getting commitment.

Instead of saying, "Who here wants more money?" you could say, "Wouldn't it be nice if more money showed up in your life more often?" This commitment phrase accomplishes the same result, yet it's put forth in a much more palatable way. Instead of, "Who here wants more money?" they could say, "I'm going to make an assumption that you want to get unreasonably wealthy in an unreasonable amount of time. Is my assumption correct?" The point is don't be lazy with your commitments.

What I recommend you do is get your webinar transcribed and go through it with a fine-toothed comb to see where you are asking for commitments and how you're asking. I bet you'll be shocked at how little commitment elicitation

you're performing—which is scary, because commitments are fundamental to all selling, not just webinars.

Note: To download all the images used in this book, go to http://webinarextras.com

SECTION III

THE TRANSITION

CHAPTER EIGHT

THE ROLE OF THE TRANSITION

It's awkward, admit it. Unless you're a sociopath, you are uneasy with the bait-and-switch you are about to pull off. Here you are, luring people to attend your webinar on the pretense that it will be educational and informative, when in reality it's been all one big setup. You brought them here to SELL them something!

There's some truth to that. I prefer to think of it as similar to dating. When you first go on a date with someone, you are intentionally controlling what parts of yourself you will and will not show them. Is that deceptive? Sure. Is it *required* to survive in this world? You bet!

That's not the only issue, however. Selling in general is

uncomfortable because it's confrontational. Judge Ziglar said it best: "Timid salespeople have skinny children."

You can't be shy about selling. The risk of being bold, though, is rejection. Pitching on webinars is hard, it's uncomfortable, no one really enjoys doing it at first, few enjoy *ever* doing it, yet in business, nothing happens until somebody sells something.

The transition will become your best friend because it serves you *more* than it does your customer. How so? It puts you in a frame of mind to realize that what you're doing isn't evil at all, but a blessed, wonderful, amazing activity of service!

In Robert Cialdini's incredible book *Pre-Suasion*, on page sixty-eight, he writes about a psychological study where a lady comes up to a male stranger on the street and lets him know a group of men have taken her mobile phone. She asks the male stranger if he will retrieve it for her. She provides the location of the street where he can find these men.

Here's the kicker: when she tells him the name of the street is something generic like Martin St., he is a lot less likely to comply with her request than when she tells him the name of the street is Valentine St.

What!?

The word "Valentine" has a certain romantic connotation to it. Therefore this *pre-suasion*, as Cialdini refers to it, puts the male stranger in a more favorable mood to do something noble for the opposite sex.

When most presenters think about selling, they overly focus on the negative aspects of it: the rejection, the confrontation, the awkwardness, and so forth. Would it change things if people were begging you to sell them?

The transition can *literally* make that happen. It sets you up to go full-steam into the pitch, guns blazing, in the best, most confident state you can be in so that you can close the lights out!

The transition is almost always the shortest portion of your presentation and the easiest to perform. But don't let that mislead you on the importance of the transition—it is absolutely critical. Only a tiny portion of presenters realize how important this section truly is—most never even plan for it, much less synthesize technique around it. Their loss, your gain.

Let's look at how you can you create a transition that accomplishes all that and more...

CHAPTER NINE

THE TRANSITION FORMULA

It starts with a recap—what I like to call "sixty minutes in sixty seconds," though that shouldn't be taken literally. The intent is to summarize, with flair, all the content you've shared this far, in short order.

After you've completed your content section, you set up your transition with a slide as shown in figure 53.

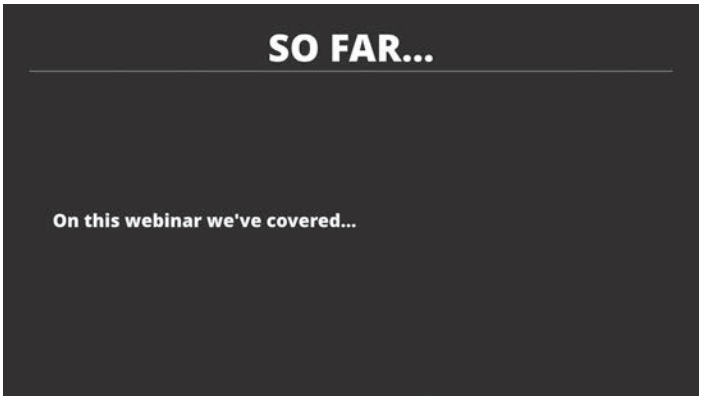


Figure 53. Sample slide from sales webinar

So far implies there is more. What follows next is a barrage of your best ten to twenty things that you have covered on a webinar up to this point. You speak in terms as though they already possess what you've just showed them.

On the webinar with webinars, with slides flying, I'd say something like this:

> *"In our brief time together today, I've given you the exact formula I've spent years perfecting to the tune of nine figures. You now immediately possess it, and with it, all the power it holds. You now know how to, in the first five minutes, get more people wanting to buy from you than most webinars get for the whole entire webinar. You have certain webinar 'magic tricks' to practically manifest conversion and profit, almost out of thin air. I've given you a process for sharing your content in a way that creates commitment in your audience so it's harder to say 'no' to your offer at the end*

than just simply saying 'yes.' You have the approach that not only makes the sale of the product today, but sells the audience on you so they are more likely to buy from you in the future, buy more often with less resistance, and buy at higher prices. You discovered the five-part pitch formula to make selling pretty much a 'paint-by-numbers exercise,' and as a result, you'll be able to make more sales moving forward than you've ever made in your life. I've given you the confidence to transition from educating to selling, even if you hate selling. I've sprinkled in tactics, tricks, and near effortless things you can immediately use that, simple as they are to implement, can have a profound impact on your results and your bank account. All this and much, much more in the limited time we had to interact together today..."

With this recap, you're putting the focus on the benefits, outcomes, and results they can achieve based on the lessons you've taught. If you can deliver it with increasing enthusiasm and momentum on each new point, you will also build the feeling of excitement leading up to your pitch, which will help you sell more.

After you do the "sixty minutes in sixty seconds" recap, now you go into the "half-dozen yeses" technique.

A HALF-DOZEN YESES

The "half-dozen yeses" technique is a series of questions—six

in total—to get your audience in an agreeable state, which will make them more likely to say "yes" to your offer.

Here's an example from the webinar on webinars:

> *"Knowing what you now know...*
>
> 1. *Do you feel more comfortable harnessing the power of webinars in your business?*
> 2. *Were you happy you came to the webinar today?*
> 3. *Do you realize the advantage you have in the market by using these cutting-edge webinar techniques?*
> 4. *Can you see yourself using what I showed you today to help you grow your business?*
> 5. *Even if you use just a tiny fraction of what I showed you, would you say our time was well spent?*
> 6. *Would you like to spend even more time together, going even deeper and further on how to make webinars show up in your business with impact?"*

I call this "yes momentum." Getting six yeses directly before going into the pitch can do wonders for your sales conversions. Look at the last question I asked, and let me ask *you* this: how do you suppose these people will spend more time going deeper?

Simple, they will buy the product!

There's just one more thing you now have to do to complete your transition. I call this "the two choices."

THE TWO CHOICES

Here's the template I created for this:

> *"Now, here's what I know about you. Even if we had four hours together instead of just forty-five minutes, it's going to be hard—almost impossible—to create lasting change, to give you the full extent and benefit of all that I could give you. No matter how good anyone is—and I'm better than most—one measly webinar isn't really going to go about creating the change in your life that you want and deserve. You need more than that. While what I've given you today was incredibly valuable, as you have told me, it's frankly the tip of the iceberg. And if you like what I've shared with you so far, you'll love what I've got for you next if you said to yourself that you want to go even further than our brief encounter today. You see, before doing this webinar today, I was faced with one of two choices. The first choice is I could share what I've shared thus far, part ways with you, and then hope that on your own you can make a go of it and maybe be successful. Or my second option is I could take a more active role and responsibility for your success, to create a situation where our relationship could evolve from a one-and-done type of deal to an ongoing, growing, and mutually-rewarding relationship—one where I would do*

everything I could to make your success certain. I choose the second option, and when you see what I have in store for you, you'll be glad that I did. It is with great pleasure to introduce to you..."

Then you reveal the product name, and this marks the end of the transition section.

Let's break down the technique of the "two choices" transition.

First, we acknowledge reality—big change usually comes from repeated exposure over a period of time, not just one time. This is logical and applicable to pretty much anything you're going to pitch, which is why I use it frequently in my transition.

Second, *"..you need more than that."* I'm positioning what I'm about to sell as something of great benefit to them.

Third, *"And if you like what I've shared with you so far, you'll love what I've got for you next..."* This is called linking. I'm connecting a statement of truth with one that has yet to be proven. I learned this through studying hypnosis. *Fact. Fact. Opinion. Fact. Fact. Claim.* You're a living, breathing human being (fact). You face challenges and you face opportunities each and every day (fact). Now, you're going to be able to get more out of the opportunities you have and turn your

challenges into your greatest strengths (claim). By setting up your claim with one or two facts directly preceding it, your claim is more easily acceptable.

Fourth, *"Before doing this webinar today, I was faced with one of two choices."* This is actually a logical fallacy, technically called a "false dilemma." I was faced with *far more than* two choices. Yet we employ it because it helps us control the focus on the conversation to make it as black and white as possible, between the *bad* of not offering them something versus the *good* of offering it to them.

Fifth, *"I choose the second option, and when you see what I have in store for you, you'll be glad that I did..."* Positioning what you're about to sell to them as a favor, a *good* thing—not as something evil, which is how most people superficially view selling.

Now we head into the close, with both you and the audience ready to make something wonderful happen.

SECTION IV

THE CLOSE

CHAPTER TEN

CLOSE OVERVIEW

The close section is the most discussed, most focused-on and emphasized portion of a webinar, yet in my opinion is no more important than the introduction, content, or transition.

A better introduction naturally leads to a better close because you make the strongest first impression, set the tone, and get them onboard—emotionally engaged—right from the start. That's powerful.

Content that educates someone and *transforms* them will make them feel new, more empowering feelings toward doing what you're teaching, and at the same time will make the offer itself more valuable when it's later revealed. That's powerful!

Using a transition that positions your offer as a gift from

the heavens—the perfect thing to empower and help your audience achieve what they desire—and puts you in the right state of mind to properly sell...that's powerful.

The close is mostly a matter of technique. The close, more so than any other section, can be reduced to a "paint-by-numbers" approach. The result is you can assemble together a close that checks off all the boxes and creates a buy decision in the audience, regardless of whether you even understand the psychology behind selling or not.

Figure 54 shows an overview of the close formula.

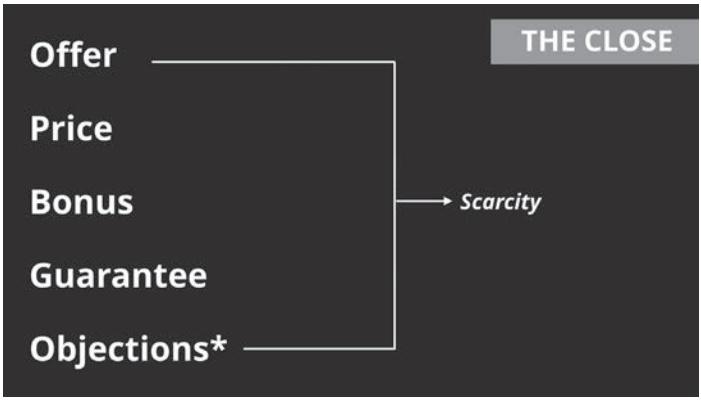


Figure 54. Sample slide from sales webinar

The offer is what you will link their investment to. The price is what they pay for that offer. The bonuses are what they get for "free" when they sign up for the offer. The guarantee is how you have minimized or eliminated risk (if applicable). The objections are the major things that get in the way of the

audience making a "yes" decision. Scarcity is the pain they experience for inaction, and it's used throughout the close.

Order is important here, and while I sometimes consciously decide to change the order, nine times out of ten this is the exact order I stick to.

Now that you're familiar with the overview of the close, let's break down each element.

THE OFFER

Technically speaking, *everything* they get when they purchase is what you offer. From a position perspective, though, if you can link *some* of what they get to all of what they pay for, you can also offer additional things they get for *free*. Everybody loves to get stuff for free, and if we can stimulate this emotion and impulse, it serves us well.

Here's where it gets interesting: the offer is the least important part of the close. Most presenters think it's the most important, and it shows. They spend so much time discussing every little detail of what's in the offer that the audience ends up being bored. It's hard to bore someone into buying.

Another problem with the offer portion is that presenters tend to focus too much on the features of the offers, not the benefits. They sell you the drill (feature), but what you really

want is the hole the drill makes (benefit). Everything they get in your offer are the features of the offer. What it can do for them are the benefits.

I wish I could skip the offer section together and focus just on benefits, but people need to *justify* their purchase logically, so they need to be able to clearly understand what it is they spent their money on. We give them *just enough* of the features of the offer to satisfy and make them feel comfortable, while setting up the real, powerful emotional states that lead to purchases. That's why you want to spend the least amount of time on your "offer" section as possible. I typically spend about three to five minutes and follow this flow:

- Product name and tagline
- One-sentence benefit statement
- Highlight the major components

If it takes longer than five minutes to do this, I've highlighted more than the major components of the offer. If it takes less than three minutes to do this, then my offer isn't strong enough and I know I'll need to punch it up.

Most of the time, though, you'll find this is easy, especially because it's largely formulaic. Let me show you.

PRODUCT NAME AND TAGLINE

For my webinar on webinars, I pitch a product called Genius Webinars. The tagline to it is "Secrets of $100,000,000+ in webinar sales." *That's it!* Part one of the offer flow has been accomplished.

Okay, there is a bit more than meets the eye. First, product name. In this case with Genius Webinars, I called it that because it fits with Joe Polish's brand—Genius Network. I'm, with permission of course, piggybacking off Joe's brand and what his audience knows him for. You can't do this without permission! If you can get permission, however, it can be incredibly powerful with the right audiences. The name works even outside of this audience, because it just sounds cool and is easy for me—the presenter—to say and for the audience to remember.

Another product I've sold really well on webinars was called Product eClass. Easy to say and remember. Sounds cool. Here's where it gets even more interesting—it's intentionally low key. Why? Because the audiences I was reaching at the time were typically exposed to offers that were hyped. While my competition would be using names like "Product Money Makers," "Info Product Riches," "Million Dollar Info Product," etc. I chose to stand out by contrast. If I were in a market that was mostly low key, then a little bit of hype could go a long way.

The second part is the tagline. Usually, this is an indirect

benefit. In my case—"Secrets of $100,000,000+ in webinar sales"—the implication is that once you learn these secrets, you can make a lot of money, too. A less-indirect tagline would be: "Unlocking the true wealth that exists in your webinars." A super-direct tagline would be: "How to create webinars that make you rich." Sometimes, it's a matter of taste how much hype you want to put into your tagline. Remember, the approach goes product name, tagline, and *then* benefit statement. I like to go from subtle (product name), to less subtle (tagline), to not subtle at all.

ONE-SENTENCE BENEFIT STATEMENT

The goal of the benefit statement is to encapsulate in one sentence the totality of the benefit available in your offer. Not an easy task!

For Genius Webinars, this is the benefit statement I use:

> *"A step-by-step approach for crafting webinars that outsell your competition; provide more value to your customers; and are easier, quicker, and more enjoyable to create than you thought even possible."*

I'm a firm believer in using both direct and indirect means to make a point. See the progression:

Title: Genius Webinars

Tagline: Secrets of $100,000,000+ in webinar sales.

Benefit statement: A step-by-step approach for crafting webinars that outsell your competition; provide more value to your customers; and are easier, quicker, and more enjoyable to create than you thought even possible."

I will accomplish those three things over two or three slides.

The benefit statement should be all about what's in it for them. In that one sentence, here are the benefits I packed into it:

- *Outsell your competition*
- *Provide more value to your customer*
- *Easier*
- *Quicker*
- *More enjoyable*

Five benefits. Most people are lucky to come up with more than one when introducing the offer.

Until this becomes second nature to you, I suggest you actually write it down word for word on your slide and read it to your audience word for word. This allows you to clearly articulate in *one single sentence* the essence of your offer and the power it provides for the audience.

HIGHLIGHT MAJOR COMPONENTS

First, we have to figure out what the major components of the offer are. To do this, you should list every deliverable they get in full when they sign up.

For the webinar on webinars, here is what I came up with while first crafting my offer section:

- Two-day, in-office training at the Genius Network headquarters
- Full, professional recordings of the onsite training
- World-class service and experience
- Big book of webinar closes
- Webinar funnels (registration, thank-you pages, order forms, etc.)
- Worksheets, checklists, and templates
- Free consulting on your webinar pitch once completed

Once you list out all the components, then you have to decide what should go into the main offer and what you'll hold back for the bonuses.

What makes something better as a bonus than a main offer? The first is the "wow" factor. Something that would blow their mind when you reveal it should, if possible, be reserved as a bonus. Another reason you'd put something as a bonus is if it's "thin." What I mean by that is, while it may have a lot of benefit, if it doesn't take much to consume it, it's

better as a bonus than part of the main offer. If it's *obvious* that it should be part of the main offer, then it shouldn't be made a bonus.

Everything else you just use your best judgment on where you think it should land. We'll talk more specifically about the bonus portion of the close section later. But just know that I want to see *at least* three bonuses, but ideally five bonuses. Also remember that you don't want to spend more than five minutes in the offer section either.

With Genius Webinars, out of the seven potential major components I could make into my main offer, I choose only three:

- Two-day, in-office training at the Genius Network headquarters
- World-class service and experience
- Worksheets, checklists, and templates

The first was obvious—that is the main appeal of what they get—in person training with me for two days to cover the ins and outs of the webinar process. The second is important, but doesn't do a whole lot to sell the product. That's why I make it part of the offer and not a bonus. People expect great service, but we're going to let them know just how great it will be. The third thing I felt made more sense in the offer because I can easily tie it into the two-day live training. These

will be the things they fill out and can walk away with after the live training is over.

On the other hand, I held back the "full, professional recordings," because I knew that would be a "wow" factor if I made it into a bonus. Now I can, in their minds, create the uncertainty of whether they get it or not so that I can reveal, with pomp, that they do indeed get it—for free, as a bonus!

Note: most people *think* they know what their offer is before they craft their webinar. I do not recommend you come into the webinar crafting a process that's rigid. I will rearrange existing offers for clients, unpack things, break out things, marry together things, rearrange things, so that the offer can do its job and still leave room for the bonuses. The reality is that most people don't come in with a strong-enough offer in the first place. If that's you, punch up your offer and have it reflect as such in the offer section, *then* go pitch. There are also a lot of presenters who do have an amazing offer, but with one problem—it is not obvious how amazing it is to the audience.

This is where *how* we highlight the major components of your offer comes into play. The formula we use here is:

- Sexy headline
- Feature-plus-benefit bullets (three to four)
- Future pace
- Proof

For Genius Webinars, the first component is the two-day, in-office training at the Genius Network headquarters. I *could* use that as a headline, or I could punch it up and make it sound more exciting (aka "sexy").

Example: "Live, real-time training for complete webinar mastery!" There, much better.

Now, the "feature-plus-benefit bullets." We want to create three or four bullets that show off the more valuable parts of that major component. The first part of the bullet is "what it is," and the second part is "what it can do for you." Examples:

- *"A full-sensory experience of creating your own million-dollar webinars; see it, hear it and feel it in a safe, intimate, closed-door environment, where over two days you get the total extent of Jason's webinar expertise, so it can show up in a big way in your business.*
- *Each session over this two-day, live coaching is structured in a way that will automatically turn ideas into implementation in real time so that you don't leave with just a bunch of notes, you leave with something that can move the world.*
- *You'll be surrounded by the best of the best in business, and we will help and encourage each other to make the world a better place with the webinars we create together in the room!*

Next, "future pace"—explain on a single slide what life is going be like for them once they master this skill. Example:

"*Now, any time a great opportunity presents itself where you know a webinar is just the thing for it, you'll leap into action with a newfound sense of confidence, knowing full well your promotions have more oomph, more impact on your customers, and more impact on your bottom line.*"

Lastly, "proof." This includes your own results, other people's results, testimonials, or statements of fact. If possible, I prefer other people's results who directly went through that portion of the offer. If that doesn't exist, then I like a *customer* testimonial about how effective I am related to that particular part of the offer. If I don't have that and can't get it before the webinar, then I will share my own results as it relates to that component. If there isn't an easy way I can *show* that, then I'll use statements of fact. That's what I did the first time we ever offered Genius Network: "Joe only makes his office available for the best in the world to come in and use, and this is the first time he has ever promoted to his whole entire audience something like this, so you can imagine how incredible it's going to be!"

That's *okay*. I'd have much rather preferred having someone who has gone through it in the past say, "I've been to Joe's office several times, but *this* was the most valuable time I ever spent at Genius headquarters, by far. I made just one change, based on something Jason said after lunch the first day, that made me over $150,000 in extra money on a webinar I had all but given up on."

Yet, any proof is better than no proof.

If you put it all together, the headline should show up at the top of your slide. Each bullet point should be its own slide, written word-for-word exactly how you will say it, with the sexy headline at the top of each bullet. Then you have one slide for the future-pacing statement and one final slide for proof. You're looking at either five or six slides there, and if you spend twenty seconds *per slide*, just one component is going to take you about two minutes to explain. You can see how easy it is to get carried away with the offer section. You usually want to blast through this as fast as you can, and often twenty seconds per slide is too long! I like slides that I can blaze through in ten to fifteen seconds. Bonus points if you can add a strong visual as you introduce the main component. In this case, I could have a great image of Joe's office and people in it having a good time to give them something concrete to associate with this component.

If you didn't quite *get* how to do it off of the one example I gave, fear not—we'll spend a lot more time on this formula because, conveniently, it's exactly how we reveal bonuses as well—which we'll cover *after* we...

REVEAL PRICE

The price tag gets in the way of *every* consumer—you, me, and our respective audiences. I'm sure you've heard the

phrase "You get what you pay for." Oh, only if that were true! Then, if we wanted the best, we'd simply look at the offer that was most expensive.

Yet price serves a utility of acting as "shorthand" to help a consumer decide if something is a good deal or not. Until you reveal the price, the customer can't quite understand how valuable your offer is as it relates to them.

This is one of the main reasons we like to get price out of the way as soon as possible. Most presenters take far too long to reveal price, and it causes distractions. The more you go on about what they get *without* them knowing how much they must pay to get it, the less likely they are to pay attention to *and* understand the value of what they do get.

There is another psychological reason I like to reveal the price within the first five minutes of introducing the offer: most people are unlikely to say "yes" the first time they are presented with a major investment and opportunity for change. Sales studies have shown that, in the past, it took seven times of asking for an order before the average person would say "yes." That meant six noes! I think that data is not current, either; in my experience, I aim for twenty-six times. I won't give up on a sale until I ask for the order twenty-six times!

Naturally, you can't ask for the order until they know "how much." Since they are likely to say no the first time anyway,

let's let them get it out of their system quickly, without them even knowing the *full extent* of what they're getting. They say "no" with limited information, then with each new piece of information we provide them with, it presents a new opportunity to ask them to say "yes."

When I reveal the price, I first link it to a much higher price point, then I stair step it down to the special pricing.

LINK TO A HIGHER PRICE POINT

An example from the webinar on webinars:

> *"Listen, the type of information I first shared is just a small portion of what Genius X members get, which is Joe's highest level mastermind that brings with it a $100,000 price tag. And you've seen that this has produced over $10,000,000 in sales from one campaign. If I were to price this at what it is truly worth, I wouldn't have any issue asking you to invest $100,000 to join Genius Webinars right here and right now."*

I've positioned my product, which I will sell for $4,997, to be on pace with a $100,000 investment. This was done by linking it to something that actually costs that much. If I didn't have that going for me, I could've just as easily said, "As you can see, this stuff has generated tens of millions for me and my clients, and any sane, rational entrepreneur would easily put $100,000 down today if it meant one mil-

lion dollars or more in the near future. For many people, $100,000 would be an easy decision to make to get started with Genius Webinars..."

If you don't have such a *direct* comparison to price or results, you can do it indirectly. If I were selling a weight loss program, I could easily do something like this:

> *"As I showed you earlier, studies show that you live ten or more years if you lead a healthy and active lifestyle. I know without a shadow of a doubt that once you get your hands on this program, you'll not only feel better, but you'll feel better longer. How much would you pay to add an extra ten years to your life? Many people would spend $25,000 or more for ten years of the same quality of life they currently have, not to speak of the tremendously-improved quality of life you'll soon be enjoying..."*

STAIR-STEP DOWN TO THE RIDICULOUS

We want to amplify the feeling of the deal that the audience is getting, so we don't immediately go from the *high* value to price link we've established immediately to the actual price of the product.

For Genius Webinars, we started at $100,000, and before we get to the $4,997 price point, I'm going to stair step them down to $25,000 and $10,000 before revealing the actual price.

Example:

> *"Even though $100,000 for this can easily be justified, I'm in the business of making deals so unfavorably in my customer's advantage that it's silly. To be part of Genius Network itself the proce tag is $25,000, and they don't let anyone with a pulse and a $25,000 check in the door, either. Many people happily pay Joe $25,000 per year because they know that one single connection is worth many times that $25,000 investment. How many more connections do you think you can make when you start doing million-dollar webinars? At $25,000 straight up, it should be obvious to you that you're getting the better end of the deal here."*

Now, the next step down.

> *"Yet we can do better. Joe's annual event, done once a year, is $10,000 for two days, over 1,000 people apply to come, and only 300 get accepted. So therefore, that's what makes sense for me to offer Genius Webinars for—a one-time investment of just $10,000 for the ability to create far more than that each and every time you use Genius Webinars in your business."*

Then I pause for dramatic *effect* before continuing.

> *"Better still—I've decided to reward those who act boldly and immediately because those are the type of people I love to*

do business with. If you sign up within the next forty-eight hours, instead of $10,000—which is truly already such a good price it's ridiculous—you'll be able to get full access to everything that makes up this wonderful program called Genius Webinars for—get this—just $4,997 when you go to [URL]."

The lesson is that price is relative. People cannot imagine numbers in their minds so easily once you get past what you can count on your hands and toes. They need to compare them to things they can more easily wrap their mind around. In this case, we control what it can be compared to, and then we create excitement by making something great appear greater...then greater, then greater still! If I were to come out and just say, "It's $4,997," people would get sticker shock!

Lastly, *dress it up*. Add flair to it. Pregnant pauses. Make it dramatic. The more of this you do, the more eager your audience will be to say "yes" to the offer.

With that said, I still go into this first price reveal with the mentality that most people won't buy. The higher the price, the more likely that is to be true, too. Even if it's not true, it puts you in the right state of mind to have your webinars perform at the highest level possible.

This is why as soon as we reveal price and tell them where

to go to buy (the first true *close*), we immediately switch the focus back to value.

You do this with...

THE BONUSES

Before you ever write your close section, you should have a firm understanding of what your whole offer is in its entirety, and which parts of your offer will be *main components* and which parts will be the bonuses.

Not only that, but you should have an idea of what your best two bonuses are so that you can lead with the second-best bonus and save the *best bonus* for last.

What's interesting is that, if you were to analyze how much time you spent on a webinar talking about the core offer versus how much time you spend on the bonuses, you'd discover you usually spend two to three times longer on the bonuses if you're using my approach. That's by design. It doesn't make sense on the surface to focus more on the extras than on the main attraction, but it makes all the sense in the world when it comes to selling.

What we've done up to this point is linked the price they pay with the core offer. Likely, they are now in a "maybe" state. They can see the value in the offer, they can appreciate that it

is a good deal, and they are now wrestling with if they should or shouldn't go forward with it. They are already close to a yes based on the information that is currently available to them. Imagine the effect it has on them when you keep adding *even better* stuff, for "free," that they can get *on top of* what they are already getting. This short-circuits their excitement, which is a stronger force for purchasing than all the logic in the world.

How we present our bonuses largely follows the same formula:

- Sexy headline
- Feature-plus-benefit bullets (three to four)
- Future pace
- Proof

With just *one addition* between the headline and bullets, we add a "context" section.

Returning to the webinar on webinars example, figure 55 shows the first bonus.

BONUS #1: PROFESSIONAL HD RECORDINGS
If you've ever been to Joe's office you've seen the $125,000+ worth of recording equipment
We're going to put that to good use capturing every morsel of knowledge during this two day training
I don't know what we're going to do with these recordings in the future - we might horde them and keep them exclusive. If we do offer them, it will be for major bucks. You get it for free
http://geniusnetwork.com/webinars

Figure 55. Sample slide from sales webinar

First, we provide context as to why this bonus is so valuable. I do this by *showing them* how important it is to have captured the whole event in its entirety.

Second, notice the URL at the bottom of the slide. Most of the slides I'll show once I reveal the price will now have the URL of where to sign up for my offer, so there is never any doubt of how to buy. You go to the URL on the slide. What slide? Pretty much *every slide* from here on out!

Now, we proceed as normal, with feature-plus-benefit bullets. Here are the ones I used for this bonus:

- *We're going to put Joe's $125,000+ worth of recording equipment to good use, capturing all the wonderful content as professionally as anyone in the business could.*
- *Every session in its entirety will be recorded and organized in*

a way that you can find exactly what you need later, effortlessly.

- *I don't know what we're going to do with these recordings in the future—we might hoard them or keep them exclusive. If we do offer them, it will be for major $$$. You get it FOR FREE.*

I add a call to action at the end of the third bullet point, "... when you sign up at [URL]," because I ask for the order at least twenty-six times during a webinar, in one way or another.

Next, future pace and/or proof. You don't always have to use both, but I try to as much as possible, especially for the big bonuses (the first bonus and the last bonus).

A future-pace slide for this bonus could be: *"Now, whenever you want, on any device you wish to, you can view the best webinar advice, technique, and insight in the world on demand..."*

I could combine this with "proof" being an image of the DVDs laid out attractively in a way that makes the audience say to themselves, "I want those!"

It's important to remember that the formula should be used as a guide and not something that is inflexible and must be followed exactly. Figure 56 shows how I do the second bonus for Genius Webinars.

Figure 56. Sample slide from sales webinar

The first slide gives the headline and sets the context. Then, for this bonus, I think it's important to spend a little more time on context, so figure 57 is the next slide I use.

Figure 57. Sample slide from sales webinar

This should be done for bonuses that aren't obvious to the audience how valuable they are.

Then I follow it up with bullet points:

- *You get the full webinar funnel, from registration to replay to sign-up page, so you can take these plug-and-play templates and drop the perfect webinar funnel into your promotions in seconds.*
- *In fact, there are two major secret weapons I use in my funnels that I am not going to disclose here, but you will get them and understand immediately how insanely powerful they are for your business!*

Notice the second bullet where I create an open loop that is only closed by purchasing. I like to have one of my bonuses do that to give my close some extra firepower. Here, I only used two bullets instead of three, and I did so because I spent a little extra time on the context and didn't want to disrupt my flow.

Also, I like to *compound bonuses*. Here is how I pull that off. At this point, I show the slide in figure 58.

Figure 58. Sample slide from sales webinar

I say, *"So far, you get the professional high-def recordings on the two-day Genius Webinar in-person training. You also get the ultimate webinar funnel to drop your perfect webinar into and juice up your profits even further."*

Now, I reveal the third bonus (figure 59).

BONUS #3: PRE-EVENT PROFITS
I realize I'm asking a tall order for you to invest today and then have to wait months to sink your teeth into Genius Webinars
Wouldn't it be wonderful if we set it up so you can start profiting from webinars asap? So you can step into the room already having realized multiples of your investment
That's what we have here ;)
http://geniusnetwork.com/webinars

Figure 59. Sample slide from sales webinar

Next, I take care of the bullets (figure 60).

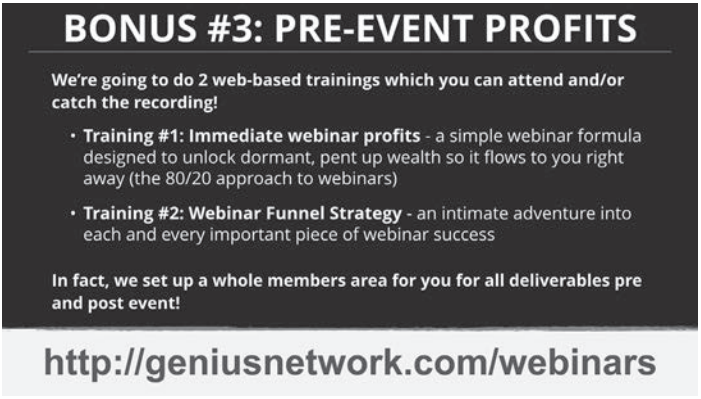

BONUS #3: PRE-EVENT PROFITS
We're going to do 2 web-based trainings which you can attend and/or catch the recording!
• Training #1: Immediate webinar profits - a simple webinar formula designed to unlock dormant, pent up wealth so it flows to you right away (the 80/20 approach to webinars)
• Training #2: Webinar Funnel Strategy - an intimate adventure into each and every important piece of webinar success
In fact, we set up a whole members area for you for all deliverables pre and post event!
http://geniusnetwork.com/webinars

Figure 60. Sample slide from sales webinar

One thing to remember about bonuses is that they can be shaped to specifically counter objections. In fact, the first bonus counters the objection about "What if I miss something while I'm there?" The second bonus counters the "I have my webinar, but now what?" objection. This third bonus counters the "I don't want to have to wait a long time to see a return on my investment" objection, as well as all the little minor things like, "What should I use for my webinar? How do I set my webinar up?" etc.

Then, we compound bonuses (figure 61).

Figure 61. Sample slide from sales webinar

> *"In addition to getting the top-quality recordings of each and every live session you attend, plus this webinar funnel that can easily double the profits of any webinar, you'll also get everything you need before coming to the Genius Webinar training to ensure your success."*

Notice how, when I compounded the bonuses this time, I highlighted the bonuses slightly differently than the last time? I do this each time I compound. *Reveal a bonus. Review all bonuses to that point. Reveal another bonus. Review all bonuses up to this point in a* slightly *different fashion. Repeat.*

Also, when introducing each bonus, I like to say, *"When you sign up at [URL], you're also going to get this!"* or *"To get your hands on this bonus, simply go to [URL] to get started right now,"* and so on. I'm always, as naturally as possible, working in calls to actions to get them to go and buy.

You should, if possible, save your best bonus for last. When you compound your bonuses, you can then say, before revealing this last bonus, *"And I've saved the best for last. When you sign up at [URL] today, you're also going to get...in addition to... [review all bonuses again]...and this..."*

In this case, the best bonus I have for Genius Webinars is personal consulting with me (figure 62).

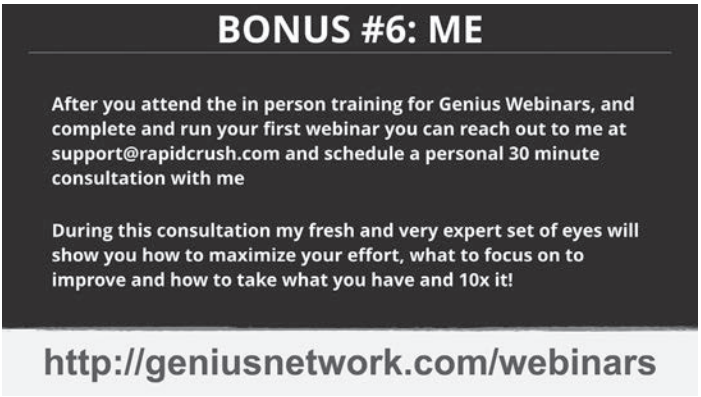

BONUS #6: ME
After you attend the in person training for Genius Webinars, and complete and run your first webinar you can reach out to me at support@rapidcrush.com and schedule a personal 30 minute consultation with me
During this consultation my fresh and very expert set of eyes will show you how to maximize your effort, what to focus on to improve and how to take what you have and 10x it!
http://geniusnetwork.com/webinars

Figure 62. Sample slide from sales webinar

You save the best bonus for last, because this gives you the extra *push* to knock them off the fence and into buying territory. Chances are, they were already getting ready to buy anyway, or they were *this-close* to buying, and when you have that last, best trick up your sleeve, this ultimate bonus—game over.

The reason this works so well is that most presenters don't have the nerve to hold back like this. It's a lack of confidence. They are so scared of rejection and missing the sale that they lead with the best thing they can right up front, and when the person says no—which they will likely do no matter what—it's all downhill from there.

Yet if you watch the best movies and TV shows in the world, they *build up* to the payoff. If you watch the best comedians in the world, they end with their best materials. As a webinar presenter, you should do so as well. Take the best thing

you have for making the sale and save it for your last bonus. Then, boom!

After revealing your last bonus, do a *major* call to action. Something like this:

> *"Open up your favorite browser on your computer right now—whether it's Internet Explorer, Firefox, Chrome, Safari, whatever—and type in [URL]. When you go to that page, I want you to make note of the following...*
>
> *First, see this countdown timer? When that baby hits zero, you will in fact, miss out on the special pricing, so make sure you sign up as soon as you can.*
>
> *Second, at the bottom of this page—and all of our pages for that matter—is a link to support. This is where you go if you need anything at any time, and we'll be glad to assist you.*
>
> *Now, see this "Add to Cart" button? I want you to click on it. When you do, it will take you to this screen where you can agree to our Terms of Service if they're to your liking—then fill out the first part of this acceptance form.*
>
> *After you fill out the form, click "Checkout with PayPal" and you'll be taken to this screen that you now see in front of you.*
>
> *If you wish, you can simply complete your acceptance form*

by using PayPal. Or if you don't have PayPal or prefer to use a credit or debit card, then click 'Don't have a PayPal account.'

Regardless of how you decide to invest right now, as soon as you complete your checkout, you'll get an email from me that looks like this..."

THE GUARANTEE

In the past, I was a big advocate that *any information product* you sell should have an unconditional, money-back guarantee. I don't advocate that anymore, because people are more comfortable in recent times with getting a refund than they ever have been. A lot of that has to do with Amazon—customers no longer feel guilty for buying something online and returning it for any reason or no reason at all.

In the past, it was *almost always* more profitable to offer a no-questions-asked, money-back guarantee. That's why we always did it. These days, the math tells us "only sometimes." As in, it's just as likely to be more profitable *not* offering an unconditional guarantee as it is *to* offer one.

With products that require more resources than simply provided downloads in a member's area, it is far less likely that we offer an unconditional guarantee at all.

With that said, you should *always* offer some sort of guarantee—even if it's conditional and/or abstract.

Still, more often than not, I start with an unconditional guarantee for all my new webinars, and then test against it.

The standard guarantee language I use on a webinar if there is a 100 percent, no-questions-asked, money-back guarantee is the following:

> *"And when you sign up, know this: whether it's twenty-nine minutes from now or twenty-nine days from now, if you ain't happy, I ain't happy. For any reason or for no reason whatsoever, if you want your money back you can get it, because I only want to keep your money if you're happy. All you have to do is go to support.rapidcrush.com and tell us, 'Gimme my money back,' and you got it. And in short order—our response times to any support requests average sixty-one minutes over a twenty-four/seven/365-time period. You can only make such a guarantee when you're confident that what you have is the real deal, and I'm confident that when you sign up at [URL] you're getting exactly what you need to [insert benefits here...]."*

This is an in-your-face way of selling the guarantee. You don't have to be this aggressive; though I find in most markets it pays to be this direct and specific. I also find thirty days to be the perfect length. If you go shorter, you'll probably increase

refund rates. If you go longer, you will probably decrease refunds—believe it or not—but you'll probably upset your merchant processor. So, thirty days it is.

As I'm speaking this guarantee, I like to show my support portal, the support statistics, and use phrases from it over the span of several slides to really drive it home that they indeed risk not one red cent to get started.

Depending on the offer, I might precede that guarantee close with the "fully informed decision" close:

> *"I'm not asking you to decide yes or no today...I'm asking you to make a fully informed decision. That is all. The only way you can make a fully informed decision is on the inside, not on the outside. So you get on the inside and see if everything we say on this webinar is true and valuable to you. Then, if it is, that's when you decide to keep it. If it's not for you, no hard feelings. You will then, after signing up at [URL], be able to make a fully informed decision that this isn't for you. But you can't make this decision right now for the same reason that you don't buy a house without first looking at the inside of it. And know this: whether it's twenty-nine minutes from now or..."*

That's how I link the two.

What if you don't have an unconditional guarantee? Then you

still have the choice for a conditional guarantee—a guarantee to get their money back if they meet certain stipulations. If you're going to go this route, make sure the stipulations aren't too cumbersome *and* are easy for you to explain, without taking up too much time.

Even if you do have an unconditional guarantee, it's advisable to consider adding a conditional guarantee on top of that.

In fact, the best webinar I have ever done in terms of sales also had the strongest guarantee I've ever created—and what many people call the greatest guarantee of all time. *The profit guarantee.*

After revealing all of our bonuses on our Amazon webinar, I transition to the guarantee over a series of slides while saying:

> *"I hope you see how serious we are about this and what it can do for you. So let's go in all the way together. I'm so confident in your success, based on our track record and our downright unfair resources only available through the link below, that I can legally guarantee you profits when you sign up. How? It's called...THE PROFIT GUARANTEE."*

Next, I set the stage to counteract the objection of "If this thing is so good, why would you need such a grand guarantee anyway?"

"When you sign up today, here's what will happen. You'll build a successful business that can easily be turned into a million-dollar-a-year enterprise. If you, for whatever inexplicable reason, don't create a business within a short timeframe, profiting at a rate of at least $2,500 per month, then you'll have two options.

Option One: You will refund your purchase of Amazing Selling Machine (ASM), and we will buy your business (including inventory) for double what it cost you to get started, plus give you $5,000 for your time (up to a grand total of $10,000).

Option Two: You will stay in ASM and we will personally help you reach $25,000 in revenue within ninety days. Why do we do this? We do this for a very selfish reason. I'm more than happy to pay your costs and buy your business for up to $10,000. I get the better end of the deal. However, at least this guarantees you profit no matter what. If you don't want to sell us your business, then I'll personally help you reach $25,000 in revenue within ninety days. How? I will work with you one to one to make your business successful. Now what if by some small miracle, with all my help, you still don't reach $25,000 in ninety days? Then I just hand you over an established Amazon business."

I even give them the specifics of what that means (figure 63).

Established Business
- We'll hand you over...
▪ A product already private labeled
▪ A fully optimized listing including 9 images, a keyword rich title, powerful bullet points and product description
▪ 50 five star reviews
▪ 500 units of inventory in stock
http://mybestbonus.com
Need help ordering?
Call

Figure 63. Sample slide from sales webinar

Then, on the next slides, I say:

> *"When you sign up, I know for a fact one of these three things will happen: You will be profitable with your own business. You will get paid up to $10,000 from us to buy your business. You will generate $25,000 in revenue in ninety days or we hand you over an established Amazon business."*

Now, I explain to them the conditions (figure 64).

Qualification
- To qualify for this **Profit Guarantee**
▪ Earn the "badges" for the first 4 modules.
▪ Attend or watch the recording of each of the first 4 weekly ASM Q & A webinars
▪ Participate in our private Facebook group so we can help you succeed
▪ See full details at the link below
http://mybestbonus.com
Need help ordering?
Call

Figure 64. Sample slide from sales webinar

On the page they go to, there are footnotes to correspond with these conditions. A lot of them. More than I would ever normally do, but this offer was so big and the guarantee was so bold, I figured it would be worth the risk of getting extremely specific and clear about the conditions (figure 65).

Need Help Ordering? - Call [redacted] Use Reference Code A204
This Offer Expires Forever On April 30th, 2015 At 11:59 PM Pacific

[1] The Amazing Selling Machine (ASM) team has created a really cool way to encourage you to take action and track your progress throughout the course... they have employed a gamification system that allows you to earn badges as you perform the tasks taught in each of the modules. You need to do the work and earn each of the badges available to be earned in Modules 1-4 before Module 5 is released.

[2] Each week, Jason Katzenback will host a Q & A webinar to answer any questions you have about that week's training module. These webinars are recorded and posted in the members area so you can watch them at any time.

[3] As part of our bonus package you will have access to our private Facebook group (ASM Masters), where we will share knowledge, answer questions, and help you in any way we can. You need to participate in the group by sharing your progress at least 4 days per week, so we can help you achieve your goals!

[4] Just send Wilson Mattos a private message on Facebook saying you want to activate "The Guarantee of Profit" after you've earned all your badges for each of the first 4 modules, along with the option you want. You must select either Option 1 or Option 2 when you contact Wilson and the selection you make is final. The message must be time stamped no later than May 29th, 2015 at 11:59 PM US Eastern time. Note: If you choose Option 1, you MUST request a refund (but not the 'inventory buy-back' guarantee) from ASM before we proceed. If you choose Option 2, you MUST NOT ask for a refund from ASM or our guarantee will be null and void.

[5] This will be a really quick web meeting where we will jointly verify that you met all the requirements and followed the system as taught. We will also have you log in to your Amazon Seller Central account so that we can see the details of your product, inventory history, analytics, and run several reports. **If you chose Option 1**, we will add up all of your eligible costs (inventory, shipping, label design/creation, product sample costs, and advertising costs) and initiate the transfer process of your Seller Central account to us. Once you have transferred all the ownership rights to the Seller Central account, product, name, and brand to us, we'll send you the full payment for twice your expenses related to sourcing this product (inventory, shipping, label design/creation, product sample costs, and advertising costs) plus $5,000 for your time (up to a maximum grand total of $10,000). **If you choose Option 2**, we will schedule the 1-on-1 calls with Jason Fladlien where he will develop your monthly step-by-step success action plan with you for your business. Note: If you choose the payment plan to sign up for ASM, you must make all payments on-time in order to qualify for Option 2 of "The Guarantee of Profit." Failure to make any of your payments on-time will disqualify you from the guarantee.

[6] If you meet the eligibility requirements above, you choose Option 2 for "The Guarantee of Profit" you complete all the agreed measurable action steps prescribed to you on a monthly basis by Jason Fladlien, and you have not generated at least $25,000 in revenue by August 31st, 2015, we will hand over an already established Amazon business to you in 90 days or less. This will include a product we choose, source, and brand. We will hand you an optimized product listing (9 images, title, bullets, and description), with at least fifty (50) 5-star reviews, and 500 units of inventory to get you started. We will also give you an actionable marketing plan to help you grow the business.

[7] In order to qualify for the Amazon Sponsored Ads expenditure reimbursement bonus, you need to do the work taught in ASM and earn each of the badges available to be earned in Modules 1-4 before Module 5 is released. You must then run an Amazon Sponsored Ads campaign from May 29th, 2015 through June 12th, 2015 continuously, exactly as taught by Jason Fladlien in the special training for ASM Masters, which will be posted in the ASM Masters members area before May 29th. If you do not achieve a 5x return on your ad spend, for at least 5 of the keywords in the campaign (measured between June 5th and June 12th), send Wilson Mattos a private message on Facebook saying you want claim the Ad Spent Reimbursement bonus. The message must be time stamped no later than June 19th, 2015 at 11:59 PM US Eastern time. Wilson will schedule a quick web meeting with you to review the campaign data, verify your eligibility, and process the reimbursement for your total Amazon Sponsored Ads expenses during the May 29th - June 12th period (up to a total of $1,000). Note: You must be an ASM 5 member in good standing and not have refunded ASM in order to qualify. If you choose the payment plan to sign up for ASM, you must make all payments on-time in order to qualify. Failure to make any of your payments on-time will disqualify you from receiving this or any other bonuses.

IMPORTANT: Customers with any prior access to the ASM training or an Amazon Seller Central account prior to April 13th, 2015 do not qualify for "The Guarantee of Profit" or the "Amazon Sponsored Ads Reimbursement" from us. You still fully qualify for the ASM 30-day no questions asked guarantee.

Figure 65. Sample of terms and conditions on the sales page

Keep in mind, I'm selling something that, at the time, was $5,000 to purchase. I have other *better-than-money-back guarantees* that only have a paragraph of footnotes. I'll show

you one shortly. Before I do, let me go on with the rest of the profit guarantee, because there is one more super valuable lesson to be learned.

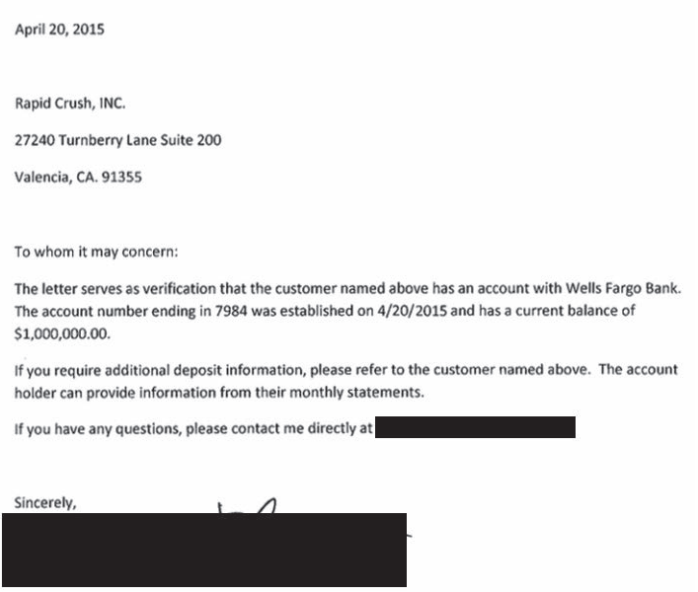
I continue, as in figure 66.

Profit Guaranteed
- **Option 1:** we buy your business from you at a profit to you plus pay you for your time...
- **Option 2:** I personally help you *become* a success... if not, I *give* you an established Amazon business
http://mybestbonus.com
Need help ordering?
Call

Figure 66. Sample slide from sales webinar

Then, I show the next slide and say, *"This is not a gimmick. I've had to honor guarantees like this before. And just so you know, I'm prepared."*

Now comes the slide of all slides (figure 67).



April 20, 2015

Rapid Crush, INC.

27240 Turnberry Lane Suite 200

Valencia, CA. 91355

To whom it may concern:

The letter serves as verification that the customer named above has an account with Wells Fargo Bank. The account number ending in 7984 was established on 4/20/2015 and has a current balance of $1,000,000.00.

If you require additional deposit information, please refer to the customer named above. The account holder can provide information from their monthly statements.

If you have any questions, please contact me directly at [redacted]

Sincerely,

[redacted]

Figure 67. Sample of Million Dollar deposit letter used in sales page and webinar

This slide is a letter that shows we just opened up a new bank account and deposited one million dollars in cash, and that you could contact my banker at that number and she would be authorized to verify the balance for you if you so desired. As this letter appeared, I'd let it linger there, and then I'd say:

> *"Since I'm an optimist I hope for the best, yet I prepare for the worst. I show you this just to let you know that if I need to, I can and will buy up every single one of your businesses. I also show this to you to give you an idea of the war chest you have backing you if I have to personally take responsibility*

for your success. If it comes to this, know that you have a full million dollars behind you to see to your success."

This was the second most important tactic we used in the *ten-million-dollar webinar* promotion. The most important was the bonuses, and when we combined the bonuses with the "since we have these great bonuses, we can do something for you no one else can and guarantee your profits..." approach, you can see why this promotion did so well.

Constructing these guarantees can be tricky. First, there are legal considerations—you want to make sure you properly disclose everything. So run it through the legal department. Second, you must limit your own liability. Most companies will not want to do these types of guarantees at all because they don't like to take chances. Instead, they prefer their customers take all the chances.

I've never felt it was fair, and I'm willing to—albeit, in the most intelligent way possible—take a risk to show the customer that I'm willing to put my money where my mouth is *while* also knowing human nature. When constructing these guarantees, you have to be like an actuary. In the profit guarantee, we've had twelve people over the lifecycle of that webinar take us up on that guarantee. Each person has cost us about $15,000 to fulfill and deliver on the guarantee or to work out some sort of alternative solution for them. That's $180,000! Wow. Until you remember that this webinar, in

eight days, helped generate nearly $10,000,000 and has, in its lifetime, done closer to $20,000,000 in one iteration or another.

You can't exactly know for certain, but I have to imagine that it increased conversions by *at least* 10 percent—probably a lot more than that. Yet even at 10 percent on $20,000,000 in sales, that's $2,000,000 in additional sales. If we assume a 33 percent profit margin, that's $660,000 net profit to us, less the $180,000 it costs us to fulfill the guarantee. Remember, that doesn't count the backend. Some of those customers who otherwise wouldn't have purchased without the guarantee, went on and spent a lot more money with us based on additional products and services we offered to them once they became our customers.

A lot of marketers think you construct a conditional guarantee that is all but unobtainable. You don't, because your clients can smell that a mile away and then the guarantee ends up backfiring on you. No. You construct one that is feasible to obtain but is unlikely to be met by more than a small minority, and the cost to fulfill is outweighed easily by the net gain in conversions that having such a guarantee can produce.

Which means you need to know human nature. Here is the depressing reality that makes some people quit the business: most people who buy any program to improve a problem

never solve the problem as a result of having bought that program. In the information business, here is what stops success from happening:

- They buy it but never even *start*. Track consumption, and you'd be surprised at how often 10 percent to 20 percent of the people who buy never log in or log in *only* once.
- They start it but give up early. Again, if you track consumption, you'll find most people who get over the initial hurdle of *logging in* never make it past 25 percent of the courseware.
- They consume, but they don't implement. Either they're too scared or can't be bothered.
- They consume and half-heartedly implement. They try things once or twice, but their hearts aren't in it to keep adapting.
- They consume and implement, but they implement incorrectly and fail to adjust.
- They consume and implement correctly but fail to follow through. Any gain is short-lived.

Now, look at the conditions on my most successful guarantee (figure 68).

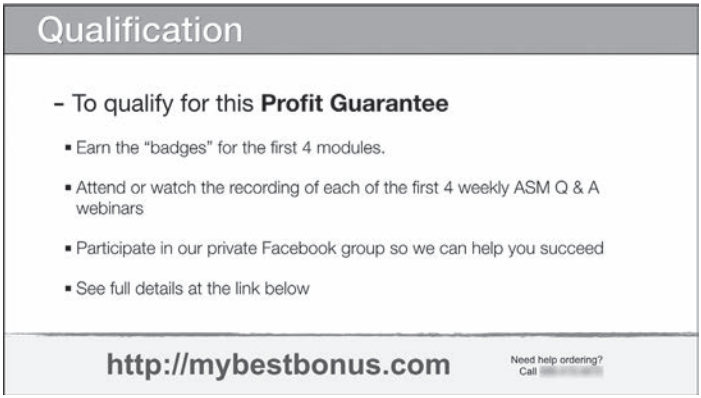

Qualification
- To qualify for this **Profit Guarantee**
▪ Earn the "badges" for the first 4 modules.
▪ Attend or watch the recording of each of the first 4 weekly ASM Q & A webinars
▪ Participate in our private Facebook group so we can help you succeed
▪ See full details at the link below
http://mybestbonus.com
Need help ordering?
Call

Figure 68. Sample slide from sales webinar

Let's analyze. The badge system for the program we are selling here, Amazing Selling Machine, was created with the ability to track a customer's progress. This hooks in nicely with tying our results to people using the product in a trackable and *verifiable* way.

The second condition involves them consistently, over a four-week period, consuming what they paid for.

The third condition means using the Facebook group we've created to track their progress to get help.

If they do all this and don't make a net profit of $10,000 within ninety days, then we'll pay them $10,000. It's a safe bet, knowing that most people don't commit, no matter how much we try to help them commit. If they move forward seriously, they only do so in spurts, and rarely for more than four weeks. In fact, I have a lot of data that suggests that

this guarantee increases the chances of them acting over a longer period of time and, therefore, becoming more successful as a result.

You test, though. For example, we found that this guarantee works great when I am there live doing the webinar during the product launch—nothing beats it. But for the automated, evergreen webinar that is not live, this guarantee doesn't help increase sales. So for that, we use a simple, yet *still* better-than-money-back guarantee ON TOP of the regular no-questions-asked, money-back guarantee.

The last tricky part of this guarantee is, if you're not careful, you can create objections. People will start to think, "Why would he go to this length to try to get me to buy? Something's fishy..." Which is why you need to give a *reason why* you're doing this guarantee. Mine is in figure 69.

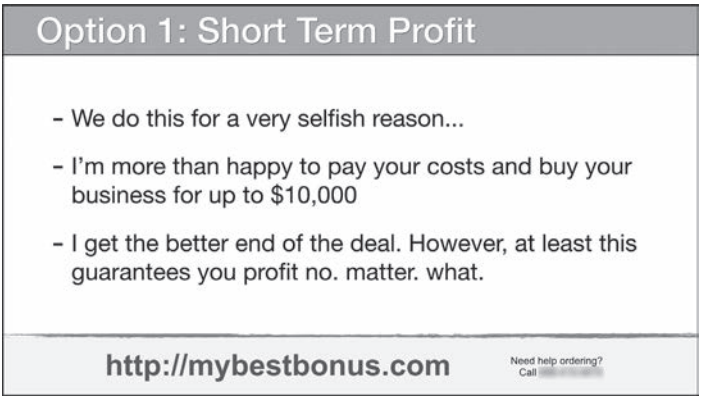

Option 1: Short Term Profit
- We do this for a very selfish reason...
- I'm more than happy to pay your costs and buy your business for up to $10,000
- I get the better end of the deal. However, at least this guarantees you profit no. matter. what.
http://mybestbonus.com
Need help ordering?
Call

Figure 69. Sample slide from sales webinar

A simpler, better-than-money-back guarantee is the one I used for Product eClass (figure 70).

Product Creation
SECRETS
2 guarantees
★The 30 day guarantee – no questions asked, for any reason or none at all – I will give you every penny back!
★The 60 day guarantee – Create 3 of your own unique products and if you don't make TWICE your investment back, I'll give you TWICE your money back...

Figure 70. Sample slide from sales webinar

And here is the fine print:

> *"In order to qualify for the double-your-money-back guarantee, you need to create three new and unique products based on three different modules in the course within sixty days of your purchase and have them available to be purchased online for at least thirty days. You must do at least one test-purchase to ensure payment processing and product delivery are working. These are products a customer would be happy purchasing, so they must adequately cover enough details to make a customer reasonably happy. For written products, there must be at least 2,000 words of unique content, edited and properly formatted; for audio and video products, runtime from start to finish must be at least two hours, and the content should be well-edited. The products*

must adhere to the general step-by-step process as outlined in the module you followed to create the product. In order to claim the double-your-money-back guarantee, you must meet all the above requirements and contact us within ninety days of your purchase via Support. Customers who choose the four-payment option must make all payments on time or they will not qualify for this double-your-money-back guarantee."

We've had to honor this one a handful of times as well, but again, nothing even close to additional revenue this created. In this case, my reason why is simple:

"*I want you to try to take advantage of me. Just get twice your money back, because then you'll find out by creating your products not only how easy it actually is, but that you'll make far more money doing it than the extra money you would make by claiming your double-your-money-back guarantee.*"

What about when it doesn't make sense to offer a guarantee? Or when you want to test the math to see if no guarantee nets you more than an unconditional guarantee?

You can't ignore it—you must take it head on. Figure 71 shows one way we accomplish this.

LISTEN
You now have access to secrets, software, resources that have turned regular folks into millionaires, sometimes in less than one year
There are trade secrets that we must protect, so unless you are committed and serious about your success and taking action, please do not sign up

Figure 71. Sample slide from sales webinar

You just have to construct a reason why all sales are final and that there is no guarantee. It's also *highly* recommended that you make note of this on your checkout page as well. Figure 72 shows how we do it.

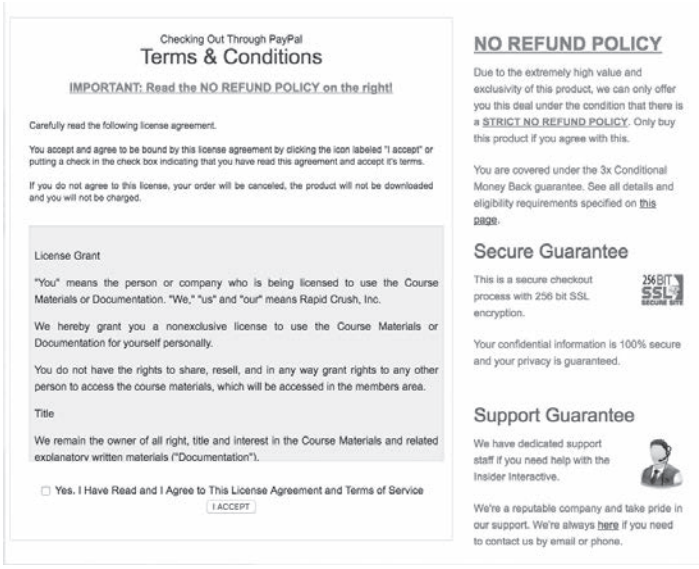

Checking Out Through PayPal
Terms & Conditions
IMPORTANT: Read the NO REFUND POLICY on the right!
Carefully read the following license agreement.
You accept and agree to be bound by this license agreement by clicking the icon labeled "I accept" or putting a check in the check box indicating that you have read this agreement and accept it's terms.
If you do not agree to this license, your order will be canceled, the product will not be downloaded and you will not be charged.
License Grant
"You" means the person or company who is being licensed to use the Course Materials or Documentation. "We," "us" and "our" means Rapid Crush, Inc.
We hereby grant you a nonexclusive license to use the Course Materials or Documentation for yourself personally.
You do not have the rights to share, resell, and in any way grant rights to any other person to access the course materials, which will be accessed in the members area.
Title
We remain the owner of all right, title and interest in the Course Materials and related explanatory written materials ("Documentation").
Yes. I Have Read and I Agree to This License Agreement and Terms of Service
I ACCEPT
NO REFUND POLICY
Due to the extremely high value and exclusivity of this product, we can only offer you this deal under the condition that there is a STRICT NO REFUND POLICY. Only buy this product if you agree with this.
You are covered under the 3x Conditional Money Back guarantee. See all details and eligibility requirements specified on this page.
Secure Guarantee
This is a secure checkout process with 256 bit SSL encryption.
256 BIT SSL SECURE SITE
Your confidential information is 100% secure and your privacy is guaranteed.
Support Guarantee
We have dedicated support staff if you need help with the Insider Interactive.
We're a reputable company and take pride in our support. We're always here if you need to contact us by email or phone.

Figure 72. Sample check-out page terms and conditions

Some people will mask the fact that they don't have a guarantee by only offering a conditional guarantee. It's like sleight of hand. I do not recommend that. You will end up with disappointed customers and eventually it will cost you your reputation. It is possible to do a conditional guarantee without an unconditional guarantee—just make sure it's clear and obvious and fully disclosed to the customer.

What you do when you offer a guarantee is remove the risk. The more you can go about removing the risk, the more likely someone is to say "yes" to your offer. After you make your guarantee, end with a strong call to action. Now, it's objection destruction time.

OBJECTIONS

Here, we return to the big two—which you will *always* face if you're selling anything beyond an impulse purchase—time and money.

After you present your guarantee, here is how I usually transition: I reframe them from objections to questions.

> *"Now, at this point I see a lot of you have signed up, and that makes me happy. Some of you are still here though, and I can tell you're getting ready to sign up, but you have a question you need answered first before making that decision, so let's address those questions in the time we have left."*

Now when it comes to time and money, you should have *several* ways to handle these two closes. We'll hit them right away with two big objection-killers, and then we'll loop back and hit them *over and over* again for the remainder of the webinar until they either all buy or we get tired and give up!

> *"The first question is around the investment...listen, I get it, this ain't chump change. This is a serious investment for a serious person, because we have a serious offer here to change your life. Just so we're clear here, if the price tag is your primary concern, let's be direct with one another. Because a lot of people who say they can't afford are...well, let's call them what they are: liars. Well-intentioned, but liars nonetheless. So if you sat there and said to yourself, 'Jason I would buy it if only I could afford it...' you need to listen closely. What we have here today, you can get started with for $4,997, which of course is nothing to sneeze at. However, let's say if instead of having to invest $4,997 in this program, you found out you needed to have a life-saving operation by tomorrow night, and the price of that operation was $4,997. Would you say, 'Oh, I can't afford that, I'll just die?' Of course not. So let's get rid of the myth of whether you can or can't afford it. The real question is, are you willing to do what it takes to make this investment or not? As you sit here today, you have three options. Option one is to do nothing, and Aristotle put it best: "Say nothing, do nothing, be nothing." Doing nothing just doesn't leave you with the problem, it makes the problem worse the longer you do nothing. So that's not it. You can do*

something else, but why? You know and I know that what is right in front of you is the thing to do. And that's option number three—just do it. Yes, the money may be tight. Yes, this may be a stretch. Yes, you're going to have to go out of your comfort zone a bit. Where do you think all the growth will come from? That's why you need to quit lying to me (and more importantly, to yourself) and just do what needs to be done by signing up at [URL] right now so we can quit screwing around and get down to business."

You don't have to be that direct, but you can. As long as you care, you can get away with it. Remember, we don't just handle objections, we destroy them. I'll revisit the money objection again in a bit. Now, I transition to time:

"Now, for those of you who haven't signed up yet and who, from a financial point of view, feel comfortable knowing you can make this investment without breaking a sweat, your question is the real question because it ain't about the money—it's about the time. See, money can be replenished, but a minute gone is gone forever. You want to know what, in addition to the monetary investment, is required of your time. Here's what I know about you: The first thing I know is that you can make time for things that are worthwhile. In fact, you are here right now, right here, one hour and twenty-three minutes into this webinar, so I know you have some time. Do you have enough time? Well, time is the only thing that is given out equally to each and everyone in the world.

Did you know there is nothing else so evenly and fairly distributed as time? It's not how much time you have, it's what you do with the time that you have that matters. So here's what I want you to do. If I can show you how to do this and save time (actually have more free time than you currently do) would you sign up then? Here's what I want you to do. Mentally, I want you to begin making a list of the five things you do consistently to try to get [a certain, specific result]. Next, I want you to order them from the most effective to the least effective thing you find yourself doing often to move forward with [solution], with the least effective thing you currently do being number five on your list. Do you see it? Now, I want you to take a big red marker and cross that out. And in its place put [product name]. Because what you're doing right now ain't cutting it. If you knew for certain you could get [some benefit], would you wake up fifteen minutes earlier five days a week and go to bed fifteen minutes later? Congratulations! That's all you need to get started, and get started you will. Go to [URL] right now because it's time, and the less time you currently have in your life, the more time this will make for you."

After I take a stab at both time and money, then I switch to product-specific objections. These are the same objections we first brought up in the introduction section plus additional ones that have come up that you consider, if answered, could lead to a purchase. Here is how you can transition:

"Now that we've covered the investment and time commitment, and showed that anyone who is serious about [benefit] can make a go, what really matters are the following questions..."

In the Amazon webinar, the first question is "Can I do this from _____?" For these, I like to use specific names of people who asked them. Even if the following transcripts aren't perfectly situated for your product, pay attention to the structure of how I handle them:

"Lisa asks, 'Is it truly possible to do this from anywhere in the world?' Here's the good news: yes, if you have an Internet connection. And it doesn't have to be a very good one, as you saw in Basavaraj's case. That's actually one of the best selling points, because that means you can do this on the beach, you can do this while traveling, and you can do this part time from anywhere you want. Isn't that wonderful? That's why, no matter where you are, you're going to go to [URL] and get started ASAP."

Next objection:

"Todd asks, 'Why would manufacturers sell to us instead of selling on Amazon directly?' Great question, Todd! The short answer is they just do. In every single case that you see a successful person making big money on Amazon, it's because the manufacturer would rather supply them than

sell to the end customer. It's just the way the world works. If I had to guess, it's because they are more focused on the manufacturing side—the factors of production, the raw materials, and the packaging—than on selling. Basically, their attitude is, 'I'll deal with you, you can deal with the thousands of customers you get as a result.' It's such a wonderful way this thing is set up, isn't it? And you can start by going to [URL] right now."

Next question:

"Barry is wondering about how technical you have to be to make this work because, as he puts it, he's all thumbs when it comes to this Internet stuff. Well Barry, I got good news for you then. Do you have a smartphone? Do you know how to work it reasonably well to get what you want out of it? I bet you didn't even have to read an instruction manual to make that happen either, right? Well, that's Amazon. That's why, unlike other things you may have had to try online, this is the opposite of that. And I think that's one of the reasons so many more people are succeeding here who have never succeeded at anything in business before in their lives. Your success starts at [URL], where you can go and sign up right now."

Now, I switch back to a money close, without actually answering anyone's question.

"You know, this has helped so many people from all walks

of life, especially those who find themselves in a real tough financial situation. I've read about it, too—those people who wrote to us at support@rapidcrush.com telling me falsely that they would do it if only they had the money, but for some reason or other they're currently going through a financial hardship. We don't give up on them. The reality is there is no other way to change that financial situation than to buck up and find a way to make it happen. I know it's uncomfortable if you have to ask someone to put up the money for you. But would you rather suffer that discomfort or have your already-bad financial situation get worse? I'm the last guy who likes to pay interest on a credit card, but when I started, that's what I did. I got a rate increase on my credit card and all of a sudden that little extra wiggle room of capital made all the difference. I've found that people either have resources or they have to be resourceful. I've also found that it doesn't take money to make money either. If it did, I'd still be painting houses for $12 an hour. If you have the resources, I'm sure you will sign up at [URL] right now. But if resources are tight, it's time for you to be resourceful. I'm not asking you to buy a franchise here. A Dunkin' Donuts franchise costs several-hundred-thousand dollars if you can meet their very high requirements. That is beyond most people's grasp. But $4,997? Nah. You can do it if you want to. The truth is, the more resourceful you have to be to get signed up, the more resourceful you'll be to make [product] work for you. So let's quit beating around the bush and get going at [URL] now."

Then I switch back to a product-specific question:

> "*Tina was asking about competition. What if everyone starts selling at the same time or selects the same types of products—won't that ruin this opportunity? That is a fair question, because it presupposes that, for someone else to make money, you don't. The wonderful thing about this though is this is not a zero sum opportunity. While it's true if you cut up a pie into eight pieces and someone takes one, that leaves seven pieces for the rest of us, Amazon is not a pie. In fact, Amazon as you've seen, is getting bigger every single day. There are far more new buyers to more than eclipse the new sellers coming online, and us creating competition for each other on Amazon is like trying to drain the ocean with a teaspoon. You want to talk competition, there is competition, though it's not where people think—the real competition is you. It's the competition between the goal you set for the end of the year and what you need to do to make that happen. What a great competition that is...you can imagine how that changes things, when you engage in a competition with yourself to be the best you can be with what you have. And the best you needs the best, which can be found at [URL].*"

This uses a *partial agreement frame*—I agree there is competition, but I change the definition of what competition is in a way that supports the purchase of my product. Note that I also use mixed metaphors: pies and teaspoons to

oceans. This type of imagery helps enforce your point and get compliance.

Now, we go back to a time objection:

> *"And that brings us to the heart of the matter: time. Most people like to think in a when/then philosophy, which is why most people end up broke at the age of retirement. This when/then approach to life is disastrous. They say, 'Jason, when I have more time, then I'll decide to do this Amazon thing with you.' That's like someone ill saying, 'When I feel better, then I'll start living healthier.' Or that's like saying, 'When I have more money, then I'll start focusing on building wealth and not just working to make ends meet.' Life doesn't work that way. You've been waiting for that your whole life, and if you let yourself continue to wait for it, we might as well bury you where you stand. It's the action that creates the result, not the waiting. You say, 'Jason, when I have more time...' and I say "STOP!" Be thankful how little time you have right now. That means you'll be forced to make the most out of the time you put into your investment here at [URL]. It will force you to focus on the few, vital things that will make the most difference for you because you don't have the luxury of wasting time. Lucky you! You know what limits most people? It's not time. It's opportunity. There are seven billion people in this world, and in my life, I will probably miss 6.9 billion of them to do what I feel is my true calling in business—to unite the best people with this best-of-the-best opportunity*

to start a business from scratch on Amazon.com. The best time is now. Most people will go their whole life having even missed the chance to decide to say 'yes' to this. Not you. Not now. Now is the best time, and whatever time you have is more than sufficient to get started and make a serious go and a serious success at [URL]."

I incorporated a powerful technique I learned from Cialdini in his book, *Pre-Suasion*, into this close. When I was at a mastermind where Cialdini came and gave a lecture, he explained to us that if you wanted to make saying "yes" to your offer seem like an easy and significant gesture, first state something that is so much bigger in size and scope. The example he gave was that we are ninety-three million miles from the sun. Simply stating that major thing before asking for whatever you're going to ask can help get compliance. I adapted that technique and used seven billion people, and that 6.9 billion people will be missed, and then asked them to make an investment. Relative comparison. You can make almost anything seem like not a big deal when you compare it to the distance from the sun or the size of the population.

After this, I would shift back to two or three questions directly related to the product or opportunity at hand before cycling through more time and money closes. You might be reading this right now and getting worried about how you'll be able to close like I do, either with the substance or style. I get it. It's hard...*at first*.

Here's an exercise I recommend to you that did wonders for me when I first started to do webinars. I call it "Dead Sleep" theory. The theory is you can only truly be considered good at webinars if someone could break into your house at night, wake you up from a dead sleep, and ask you to rattle off five money objection closes and five time objection closes successfully. How, then, do you suppose you could make that happen? Simple: rote memorization. I urge you to take these closes at first, word-for-word, and just memorize them. When I started, I didn't have anything with webinars to work off. What I did was get the book *Secrets of Closing the Sale* by Zig Ziglar. This was a book around the concept of one-to-one selling. Every time he would put a close in that I thought was powerful, I would write it on a three-by-five notecard. Then I'd carry that card with me and make it my goal to have memorized it by the end of the day. The next day, I'd start with a new card and repeat the process until I had about thirty closes memorized.

I even memorized the ones I couldn't see being applicable at all, just to internalize what good, *spoken* selling really was about. In my case, I had to transfer the technique from one-to-one selling to one-to-many selling, so it was harder. But I can imagine how hard it is if you remain consciously incompetent—if you always have to rely on reference material, you are consciously incompetent. Most learning starts at unconsciously incompetent, and mastery occurs when you become unconsciously competent. Simply by reading

this book, you are becoming consciously incompetent. You know what you aren't good at, and now you have the choice *to* be good at it if you wish. However, memorization of these closes starts to make you consciously competent. What I mean by that is you can, in any scenario, whip out and at least say word-for-word any close you memorize. That puts you way ahead of the game, and it only takes thirty days to memorize thirty closes if you do one a day. Once you memorize, something wonderful occurs—you can start to become unconsciously competent. You can start, in your mind, adapting my closes to fit your style and your situation. You have all sorts of raw material in your head to draw from to create your own. If you compare my closes to Zig Ziglar's, you'll see *slight* similarity. The kernel of his closes still lives in mine, but I have internalized them and made them into my own, to fit me and to fit the situations I find myself in. It gets even better. You discover patterns.

If you were to memorize my closes, you'd notice rhythms that either weren't obvious to you at first, or were obvious, but not something you could emulate. I'm sure you're aware that most communication is non-verbal though, right? That is where the true difference between someone who is good versus someone who is great at webinars occurs. Once you discover the non-verbal patterns, the ways you can emphasize certain words or phrases, how you can change pace to build up excitement, or how you can use one tone to make something appear bad and another tone to make something

appear good...then creating your own closes from scratch becomes infinitely easier.

Most of the time, rote memorization isn't helpful. Closes are the exception. Once you can think in closes, you are almost unstoppable. I can sell really well in print, one-to-one, on the stage, over the phone, and in all sorts of other non-webinar environments. If you do nothing more but memorize the example transcripts I've given here, you could probably create your own technique, and it would work well. Why? You're taking the lessons with you that make the closes great, and you can then generalize them into all other areas.

That's why you see closes in my introduction. That's why we sneak closes into the content. That's why we set up the closes in the transition, because once you truly understand something, it becomes much easier to set it up.

What follows are some more closes I urge you to use that I have found are most universally applicable to all different types of pitch webinars.

WHAT MONEY IS GOOD FOR

It's not how much it costs, it's what you get for value in exchange for the money you use to get it. Besides burning it to stay warm, there is little value in having money. Money is only good for what you can exchange it for. Your hope is that

whatever you get in the exchange is better than keeping your money or spending it on something else. Here's what I know about you: you want to—nay, you *need* to—exchange money to improve your life. How can you feel more comfortable exchanging it for [offer] than something or nothing else? What would you need to know for certain to feel confident to make this exchange? *Pause and wait for responses from the audience. Then answer the most relevant ones.*

IT BEATS WORKING AT MCDONALD'S

I'm certain that, given enough time and effort, trial and error, you could figure out everything I have in [product name] for free, on your own. Of that I have no doubt, because the use of [product] is simple once you get rid of *what not to do*.

However, how do you value your time? I know, without the slightest doubt, that the shortcuts you get with [product] will save you 100-plus hours of figuring it out on your own. But forget that. Let's say it only saves you twenty-five hours. Forget how much easier it will be than figuring it out on your own. Forget how much face you'll save not making the same dumb mistakes I made trying to figure it out. Forget the feeling of confidence you'll have following a proven system instead of breaking trail in foreign territory. Let's just talk time. If the only thing you saved was twenty-five hours by investing in [product], let's do the math. The investment is $299. That's $11.96 per hour in savings. Now, if you make

less than $11.96 per hour currently, then this is not a good deal for you. But if *you value your time* as more than what basically amounts to minimum wage, then this is a great deal for you. Because, in addition to getting everything you need to [insert benefits], you now have an extra twenty-five hours of freedom to enjoy in your life. And when you combine that with [benefits], you know the only choice you can make is to sign up right now at [URL].

OLD HABITS DIE HARD

Habits, even ones that work against you, are hard to change, aren't they? That's why you've been struggling with [pain point] despite your best attempts to solve it on your own. If we're being honest with each other, this one webinar right now is highly unlikely to forge new, more empowering habits in your life that [insert benefits]. Even if you make progress based on what we discussed today, chances are, it will be temporary. Willpower usually doesn't take you very far, and your old habits will creep back in and you'll end up right where you started. That's why I'm not going to let that happen. If you're serious about true, everlasting change in your habits so you can [insert benefits], you're going to need repeated exposure in an environment where everything right down to the last detail has been designed to hardwire success in your life. That's what we've done with [product]. That's why I'm so passionate about getting you started today down a new path, a better path for

[benefits]. Are you ready for that? Okay, head over to [URL] now to begin.

INFORMATION ALONE IS NOT ENOUGH

I want you to think about your first day in high school. It's the first class, and you're bright-eyed, bushy-tailed, and ready to learn. Your teacher walks in, drops a textbook in your life and says, "Read this. I'll be back at the end of the semester to give you your finals." This happens with your next class, and every class that follows. If that were the case, none of you would be on this webinar today, because you'd still be struggling to graduate. Information is powerful, but on its own, it's not *enough*. You need more than just information. You need tools. You need community. You need accountability. You need coaching. You need me alongside you for the next [x weeks] if you're going to make [benefit] happen. Once you make the first step by signing up at [URL], I'll immediately make ten steps on your behalf by...

MONEY OR EXCUSES

I've discovered you can be good at making money or making excuses, but you can't be good at both. So pick one. And excuses are sometimes hard to recognize until they're brought to the surface, so here are some excuses that keep people poor.

- **Excuse #1:** I can't afford it. If people gave up because

of money, we'd still be in the Stone Age. If you don't have the resources, you have to be resourceful. Do you consider yourself resourceful enough to make [benefit] a high priority in your life? Or is the excuse greater than your desire to change? I'll know the answer depending on whether you sign up or not at [URL].

- **Excuse #2:** I don't have the time. What that says to me is you don't want to take on the effort of changing how you use your time right now, so therefore, what you currently have going on in your life is *better* than the effort to change it. You and I know that's not true, but if that excuse is greater than your desire to change, then you've just condemned yourself to a prison of mediocrity. Yet if your desire to change is greater than your excuses, you'll sign up at [URL].
- **Excuse #3:** [*Continue with as many excuses as you feel necessary.*]

CONTRASTING PAIN AND RELIEF

Your struggle with [problem] is real. When it's gone from your life, how will you feel? How much better will your life be? It starts by signing up at [URL].

I know how tough [another problem] is in your life. Once you're free from that burden, how will things be different for you? Find out by signing up at [URL].

How much stress does [another problem] cause in your mind and body right now? Poof. It's gone. Can you feel the difference just thinking about it now? Well, let's make it happen for real. Sign up at [URL].

Continue with this pattern with as many problems as you feel necessary.

THE PRICING DECISION

Listen, I get it. This is not cheap, because good things are never cheap and cheap things are never good. When deciding on creating [product], we were faced with one of two choices. The first choice was to create a solution that catered to as many people in the market as possible. You're familiar with this approach because it's basically what everyone else does. We can figure out how to give you the ***bare minimum*** you need to succeed in attempt to control cost and make the investment as easy as possible on your part. The second option we had was to not start at price, but to focus on value. If we wanted to put every advantage we could in your favor to make sure your success was inevitable—to err on the side of giving you so much value that it'd be impossible for anything other than [benefits] to show up in your life—what would that look like?

The problem with this approach is it immediately turns off most of the market, who only care about price and not about

results. However, can you see what type of advantage that gives us? We can truly engineer a one-of-a-kind solution that you can't get anywhere else, from anyone else, because we started with the question of, "What would it take to succeed?" devoted all the resources we have to the answer, and *then* figured out how to get it to you in the most economical way possible. This offer isn't for the hobbyist or the person who only has a slight desire to [insert benefit]. This is for the serious individual who won't let a price tag get in the way of freedom from [problem]. Yes, what we have today costs a little more, but in return we can give you a *lot* more, and isn't that what's most important? Once you go through [product] at [URL], you'll see the difference for yourself, and how this time will be different for you to finally get relief from [problem] and to [benefits].

DO NOTHING OR...?

You're faced with one of two decisions to make today. The first decision is the easiest: do nothing. Don't take a leap of faith, don't invest in [product], settle for what you have now, and get what you've always got. Question: how's that been working for you?

Your second choice is to pony up this small investment today—and yes, I said small because that's what it is when you compare it to all the value you get in return. Just give it a shot. If it works for you, keep it; if not, I'll give you your

money back. Either way, you've invested in yourself, you've made [solving problem] a priority, and I have only seen people better off as a result of that. So do nothing and get nothing, or get started at [URL] on a better path for [benefits].

HAND HOLD CLOSE

Open up your favorite browser right now—Chrome, Safari, Firefox—whatever. Put [URL] into the browser address bar to bring up the page where you get [product]. Once that page loads, I want you to make note of that big countdown timer at the top.

When that thing hits zero, you will, in fact, miss out on [something]. So it's important you act right now.

The next thing you'll notice is that, at the bottom of the page, there is a link that says SUPPORT. That's at the bottom of this page—and every page of ours, for that matter—because we're proud of our support so we tell everyone about it. This means you're always a click away from reaching us if you need anything—we'll be glad to assist you.

Now, you'll see an ADD TO CART button on the page that looks like this...[show screenshot of it]. Click on it, and it will load up the acceptance form for you, where you just put in your basic information here and your credit card information here. Now click on SUBMIT, and once your investment is

processed, you'll be taken to a page that looks like this [show thank you page]. Here, you can see you'll get your account information to log into our members area for [product], where you can get immediate access to...

NOTHING SPECIAL

Listen, what I've been able to do is nothing special when you consider the facts. The facts are, I've spent the last several years of my life using trial-and-error methods to discover the secrets that I can GIVE you today for a small investment.

Now, I'm not of above-average intelligence, I wasn't blessed with above-average skill, nor did I have any other advantages going in other than the ability to work hard, fail often, and never give up.

You can do the same. You can go out there and spend countless hours dealing with all the stress, headaches, and making all the same mistakes I did.

My question is: why?

Why would you do that when you can shave thousands of hours of headache and heartache off by simply exchanging a small amount of money for my roadmap to immediate success?

Breeze past the pitfalls as I give you the essence of my thousands of hours of experience so that you can shortcut your path to success to a matter of hours or days instead of months and years. When you look at it like that, I think you'll agree with me that you're getting the deal of the century when you sign up today for [insert price, then call to action].

Note: It's recommended you go to http://webinarextras.com and listen to one of my webinars so you can hear the intonation, delivery, and pacing of how I close.

SECTION V

PUTTING IT ALL TOGETHER

CHAPTER ELEVEN

STARTING FROM SCRATCH

Up to this point, I've given you *all* the building blocks for which you can assemble your webinar. Think of them as puzzle pieces. How do you go about putting them together?

Remember, this isn't a linear process. Furthermore, it should be treated as an iterative process. What you first put down is likely not to be what you end up with.

In general, the introduction and the transition are the *hardest* sections to write. If I start with the introduction, I will create a bare-bones version of it just to have something there, but not put too much effort into it. The introduction is mostly derivative to the content section, anyway. Unless I have some unique way to grab attention, captivate, or set up the pitch in the introduction, going into the scripting of the webinar, I'll just breeze through it without much thought or effort.

The content section is the easiest, but it takes the longest to create. If you're not careful, you can wear yourself out on the content portion and not have enough energy to put toward the other sections, which is a shame. The content is the least important section of all when it comes to selling.

I know that is counterintuitive. In a two-hour webinar, *half* of it may be your content. It has the longest run time, but the least amount of effectiveness when it comes to selling and, I'd argue, when it comes to delivering value as well.

If you noticed some of the closes I use, they address this very point head on. Habits are hard to change. Big life improvements usually don't come from a single session of exposure to new content. Most people don't make the changes they need to make on their own. There is this unspoken agreement between most webinar presenters and attendees to ignore these facts because they wish them not to be true.

A sincere webinar presenter will not only acknowledge them, but will use them to help the audience make the best decision, and for most of them, that is to invest in a solution.

If I start directly with the content section or just go through the motion of the introduction section to get to the content section as quickly as possible, I like to start by making slides.

Slide one, step one. Slide two, step two. Slide three, step

three. Now I feel like I have momentum. Then I may just do the *context* of each step on a slide, for now. Four steps means eight slides in a few short minutes. Then, I might do the commitment slides for each, and now I have twelve slides. Then I can start doing the heavy lifting of breaking down each step from a strategic application standpoint.

A WORD ABOUT SLIDES

Before going any further, let's have a discussion on *why* PowerPoint or Keynote is preferable to all other formats almost every single time.

The go-to format for most people these days is full-motion video. This can be as rudimentary as a single camera, or webcam, that you just talk into for the whole presentation. Or it can be an actual studio with multi-camera setups akin to the Home Shopping Network.

Some presenters have even gotten so sophisticated that they do a hybrid—slides mixed in with full motion, multi-camera production, for a truly high-tech, professional experience.

Give me Keynote or PowerPoint, and I will out-covert those other formats nine times out of ten easily. Why?

First, your audience is most interested in the content, not in the production; and often, production will get in the way of

content. PowerPoint slides are plain, but they do a great job of presenting information in a way that's direct and easy to take in.

Second, one of the main reasons for doing high production is to get and keep attention. This works well if you're flipping through the channels casually, but it's often not needed for someone who has actively gone out of their way to attend your webinar.

Third, the other major reason for high production is to convey trust. It's true that if they can look in your eyes and see you and watch you speak your content, there is something valuable about that, especially if you can appear congruent while you deliver your message. However, there is already trust by them going out of their way to be there in the first place. More importantly, you can gain much more trust by making your ideas clear and easy to grasp than with high production.

Fourth, high production is complicated for you. It takes the focus off the message and puts it more onto the media. It adds complexity to an already complex situation, which is the scripting of the webinar itself. It requires much more overhead, organization, and skill to pull off. Now, if it doubled my conversion, great—I'd do it all day long. But it doesn't. Again, it often decreases conversion.

The human being is the only animal on this earth that is capable of abstract thought. Yet that doesn't mean most of

us are good at it. There was a study done at the University of Minnesota on the listening ability of several thousand students, and the conclusion was this: the listener only remembered about half of what they heard, no matter how carefully they thought they were listening.

Testing at Florida State and Michigan University also demonstrated that two months after students hear a talk, they only remember about 25 percent of what was said.

It is my belief that most people erroneously assume that their audience remembers everything they tell them the first time they hear it. You and I know that isn't true, yet watch webinars (including your own) and tell me if that's not the case.

By putting full emphasis on the information by removing the distractions of full motion video and fancy production, we increase their ability to grasp our message. The better they grasp it, the more money you'll make.

Grasping the message is more than just listening. They have to think and calibrate the message to their own situation and then try to draw conclusions that are meaningful to them.

If you bypass the high production but still want to look them in the eye, you can use a one-camera, webcam-type setup. But here's the problem: it requires too much abstract thinking from your audience.

Seeing at least some of the words written down on slides as you speak them goes a long way to making the abstract more concrete. The more concrete, the better they can absorb and grasp the message.

Plus, there's overwhelm. If you present your message in a way that gives them too much information in a format that makes it harder to absorb that information, you're doubly disadvantaged for making the sell.

The beautiful thing about slides is that we treat them as a roadmap so that they can see how each step connects to the next. We can make our points as clear and easy to understand as we want to—and do so deliberately.

Slides win almost every time.

There are exceptions. If I'm selling a mass market, twenty-dollar weight loss book, I want a Home Shopping Network type setup. That's because my audience is millions and millions of people, and I need to rely less on the message in this case and more on the impulsivity of a complete stranger to get swept up and buy my book.

Another exception is if the content screams for something different than slides. For example, if I'm teaching how to use Photoshop, it's probably best to show them with screen capture (in full motion) than to just rely on slides. Or, if I'm

a full motion video company and I want to wow you with how good I am.

Sometimes, I'll go low-tech webcam simply because I have no other option. There is nothing quicker than turning a camera on and just talking into it and during the middle of a promotion or campaign—*after* we've given them the information—a switch-in format is not only refreshing but can augment what we did from a slides-based, hard-hitting webinar.

The last exception is if you are taking on clients to do webinar production for them. Then, it's easier to impress them with the packaging around the content than the content itself. This is why I think fancy video-production type webinars have gotten so popular in recent years. There are lots of studios who are eager to charge you big bucks for some awesome production, and there are tons of clients eager to pay them that money.

I get it. You want something beautiful that you can show mom and dad and they would be impressed. If you go that route, just know the cost you incur. You will probably make less money and help fewer people.

SLIDES BEST PRACTICE

Just like the scripting process itself, slides are done in an iterative fashion.

When I write, I like to write. Switching back and forth between writing, design, animation, and research not only makes the process take longer and makes it less enjoyable, I think it lessens the impact of the message as well.

That's why I start with a slide that looks like figure 73.

Figure 73. Sample master slide template

Just a headline and bullet points. I write *far more* for each bullet point than I need to at first, and I put *far too many* bullet points on each slide. For the Lifebook webinar, figure 74 is a slide from my first pass through on the content.

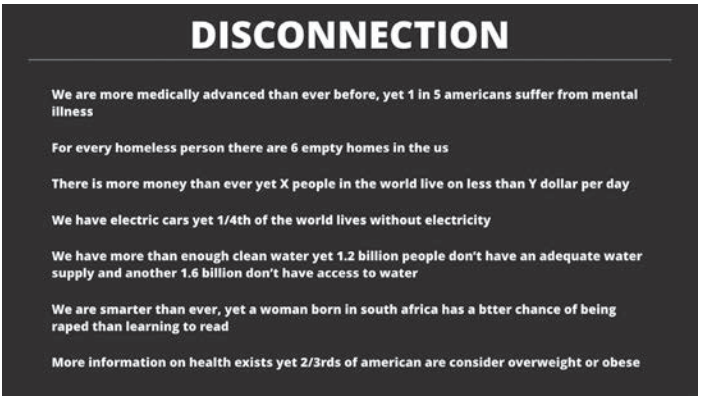
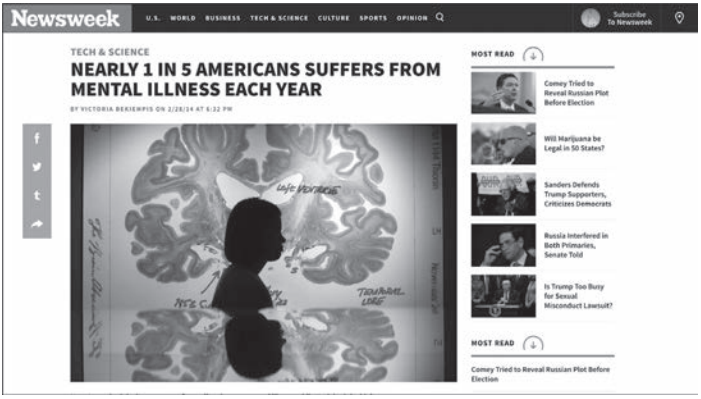

DISCONNECTION
We are more medically advanced than ever before, yet 1 in 5 americans suffer from mental illness
For every homeless person there are 6 empty homes in the us
There is more money than ever yet X people in the world live on less than Y dollar per day
We have electric cars yet 1/4th of the world lives without electricity
We have more than enough clean water yet 1.2 billion people don't have an adequate water supply and another 1.6 billion don't have access to water
We are smarter than ever, yet a woman born in south africa has a btter chance of being raped than learning to read
More information on health exists yet 2/3rds of american are consider overweight or obese

Figure 74. Sample slide from sales webinar

And became figures 75, 76, 77, 78.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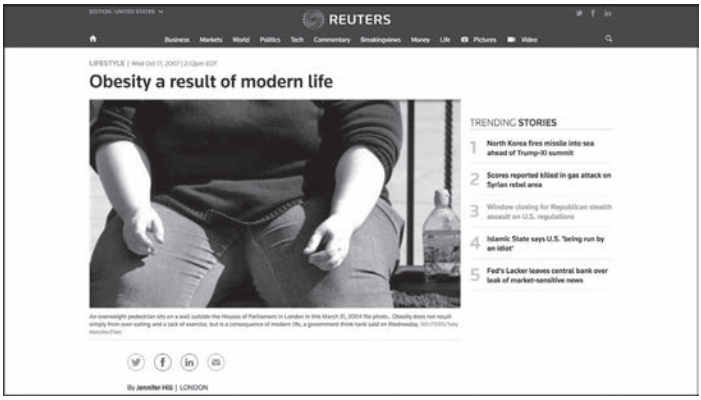
Comey Tried to Reveal Russian Plot Before Election

Figure 75. Sample slide from sales webinar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LIFESTYLE
Obesity a result of modern life
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1 North Korea fires missile into sea ahead of Trump-Xi summit
2 Scores reported killed in gas attack on Syrian rebel area
3 Window closing for Republican stealth assault on U.S. regulations
4 Islamic State says U.S. 'being run by an idiot'
5 Fed's Lacker leaves central bank over leak of market-sensitive news
By Jennifer Hill | LONDON

Figure 76. Sample slide from sales webinar

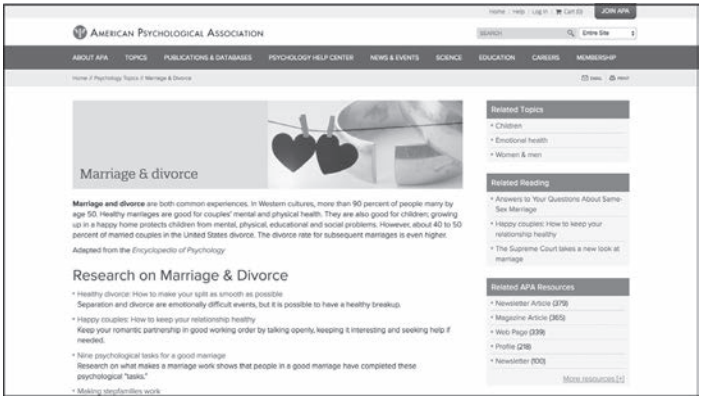

AMERICAN PSYCHOLOGICAL ASSOCIATION
JOIN APA
ABOUT APA TOPICS PUBLICATIONS & DATABASES PSYCHOLOGY HELP CENTER NEWS & EVENTS SCIENCE EDUCATION CAREERS MEMBERSHIP
Marriage & divorce
Marriage and divorce are both common experiences. In Western cultures, more than 90 percent of people marry by age 50. Healthy marriages are good for couples' mental and physical health. They are also good for children; growing up in a happy home protects children from mental, physical, educational and social problems. However, about 40 to 50 percent of married couples in the United States divorce. The divorce rate for subsequent marriages is even higher.
Adapted from the Encyclopedia of Psychology
Research on Marriage & Divorce
Related Topics
Children
Emotional health
Women & men
Related Reading
Answers to Your Questions About Same-Sex Marriage
Happy couples: How to keep your relationship healthy
The Supreme Court takes a new look at marriage
Related APA Resources
Newsletter Article (379)
Magazine Article (365)
Web Page (339)
Profile (218)
Newsletter (100)
More resources [+]

Figure 77. Sample slide from sales webinar

SUBSCRIBE
SCIENTIFIC AMERICAN
THE SCIENCES MIND HEALTH TECH SUSTAINABILITY EDUCATION VIDEO PODCASTS BLOGS STORE
SUSTAINABILITY
One-Quarter of World's Population Lacks Electricity
Replacing wood and coal with electricity could help reduce poverty and pollution
READ THIS NEXT

Figure 78. Sample slide from sales webinar

And so on.

On the second pass through, I ended up moving the words into the *Notes* section of the Keynote, so I could know what to say, and then replaced each bullet point with a news article.

My original, words-only slide transformed from one slide into seven, and went from 128 words to zero.

That doesn't mean you always substitute pictures for words. In fact, most often, I just break up bullet points on one slide over multiple slides, and then shorten what was written on each bullet point when I make my second pass through. Then, on the third pass through, if I do one, I might add images.

For example, take the slide in figure 79.

WHEN I MET JON & MISSY
Multi-millionaire
Healthy and generally happy children
A beautiful wife
I had travelled and seen a lot of the world
Was friends with some of the most extraordinary people

Figure 79. Sample slide from sales webinar

It ended up being figures 80, 81, 82.

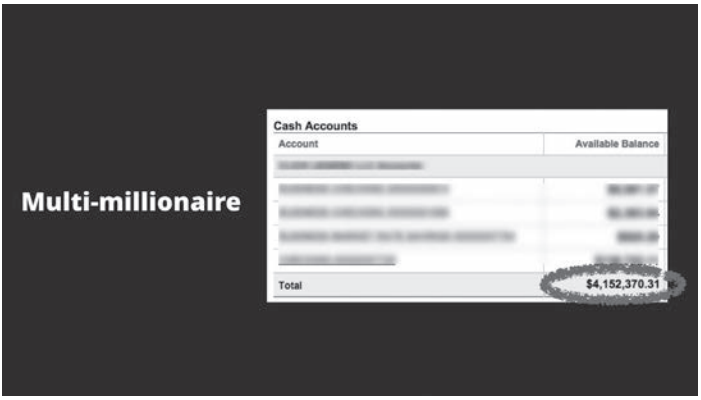


Figure 80. Sample slide from sales webinar

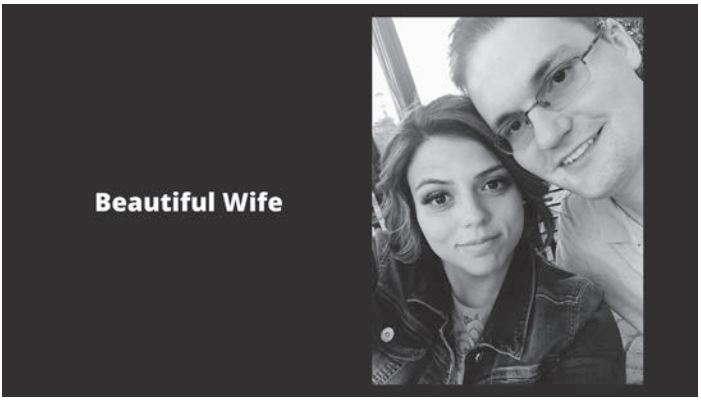


Figure 81. Sample slide from sales webinar

Figure 82. Sample slide from sales webinar

And so on. One slide became many. I ended up substituting the "friends with some of the most extraordinary people" bullet for "fulfilling career" (figure 83) because it was easier to show:

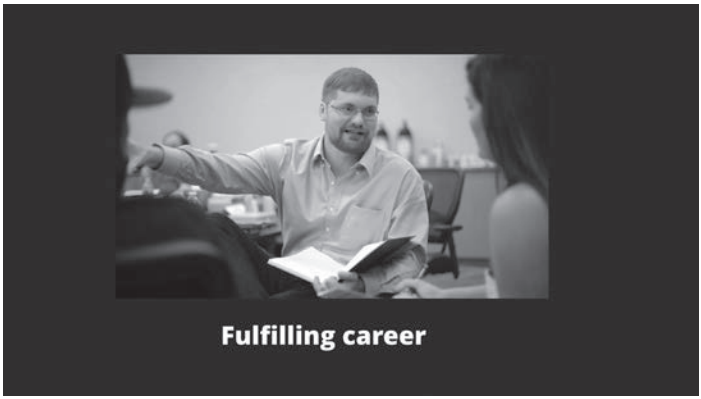


Figure 83. Sample slide from sales webinar

Sometimes it's reformatting my content in a way that I feel will land with a stronger impact and/or be clearer to understand.

For example, the slide in figure 84,

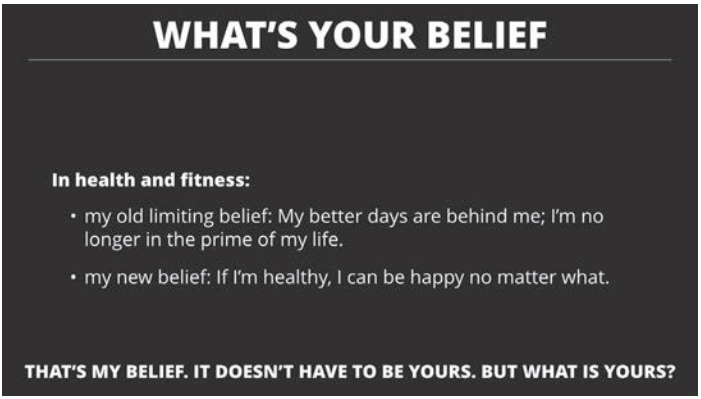

WHAT'S YOUR BELIEF
In health and fitness:
• my old limiting belief: My better days are behind me; I'm no longer in the prime of my life.
• my new belief: If I'm healthy, I can be happy no matter what.
THAT'S MY BELIEF. IT DOESN'T HAVE TO BE YOURS. BUT WHAT IS YOURS?

Figure 84. Sample slide from sales webinar

...became what you see in figure 85.

HEALTH & FITNESS
OLD LIMITING BELIEF
My better days are behind me; I'm no longer in the prime of my life.
NEW EMPOWERING BELIEF
If I have my health I can be happy no matter what. Through my health I draw upon my energy, which shows up in in my work, my love, my parenting and the world around me.

Figure 85. Sample slide from sales webinar

I often do this with information that I want to compare and contrast. By formatting it to make it markedly different, I feel like it helps the point land much better than just words in bullets.

Another example. Figure 86,

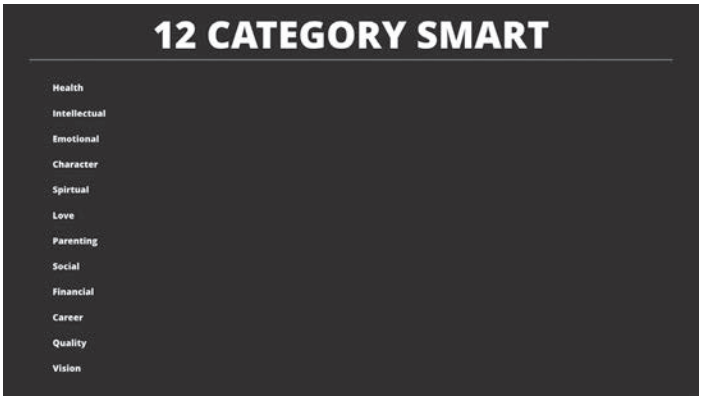


Figure 86. Slide before applying formatting

...becomes figure 87.

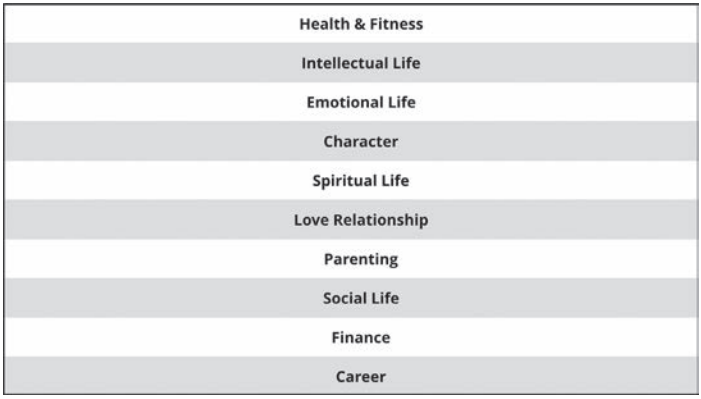


Figure 87. Formatted slide example

Also, when I'm in my *flow* writing out the content, I know that *something* needs to go in a certain spot in the presentation, but I'm not sure what it should be. Instead of stopping to figure it out, I just write it on a slide as in figure 88.

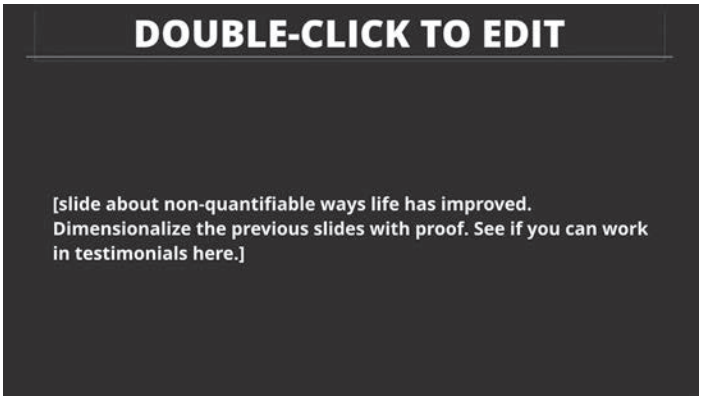

DOUBLE-CLICK TO EDIT
[slide about non-quantifiable ways life has improved.
Dimensionalize the previous slides with proof. See if you can work
in testimonials here.]

Figure 88. Reminder slide to be edited later

Later, I will come back and see if it still needs what I think it needs there. If so, then that's when I'll take the time to mull it over and create the slide(s) for it.

Notice how minimalist the design is? That's done intentionally, because we don't want anything to get in the way of our message. I tend to keep transitions and animations to a minimum, mainly using the "appear" animation for each bullet point. Beyond that, though, the only time I do fancy animation is to prove a point. Like when I show the slide in figure 89.

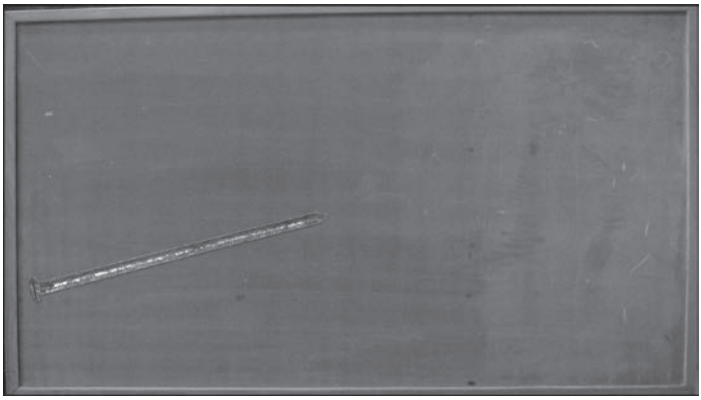


Figure 89. Sample slide from sales webinar

I say "*Here's a chalkboard. Here's a rusty nail. Here's that nail scratching into that chalkboard. Feel anything? And that didn't actually HAPPEN! That was just a vision.*"

While I speak that, I've done some animation to make that nail appear and scratch back and forth on the board.

You also don't want it to look too pretty, otherwise it can get in the way of the message. When I introduce the Lifebook framework in my webinar, figure 90 shows how I do it.

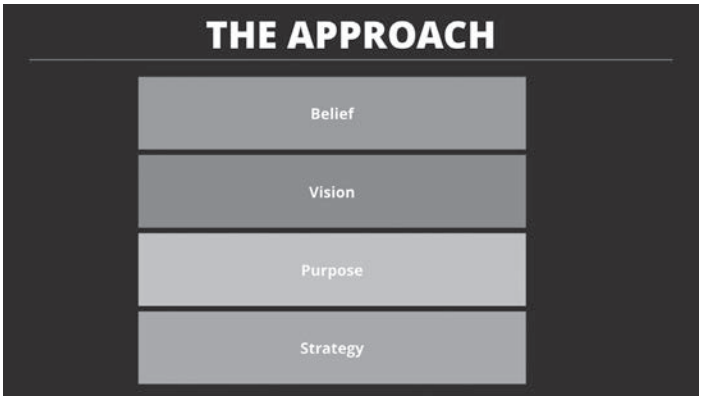


Figure 90. Sample slide from sales webinar

I could've made this look way more beautiful. But then it runs the risk of interfering with the message. So I kept it simple. Of course I didn't start with that design, though. Version one was just what you see in figure 91.

Figure 91. Slide prior to applying formatting

As I go through each element throughout the Lifebook webinar, I put the focus on it as in figure 92.

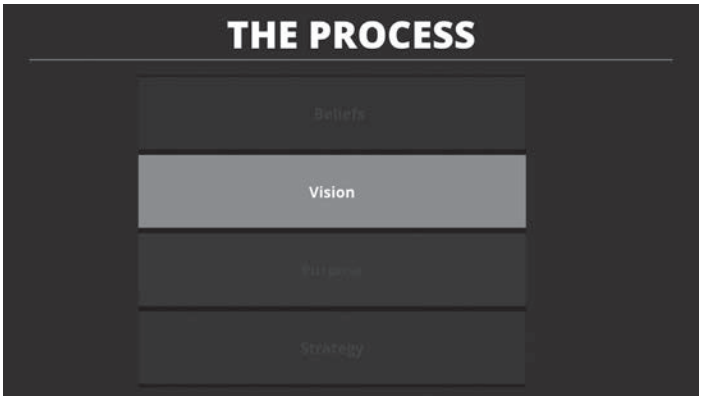


Figure 92. Sample slide from sales webinar

This is a trick I employ over and over again. I defocus everything else except the one thing I want them to focus on for the slide.

Consider doing this for screenshots or slides with lots of content. For example, in my Amazon webinar, I'll lead with the slide in figure 93 when I'm teaching about putting keywords in a listing title.

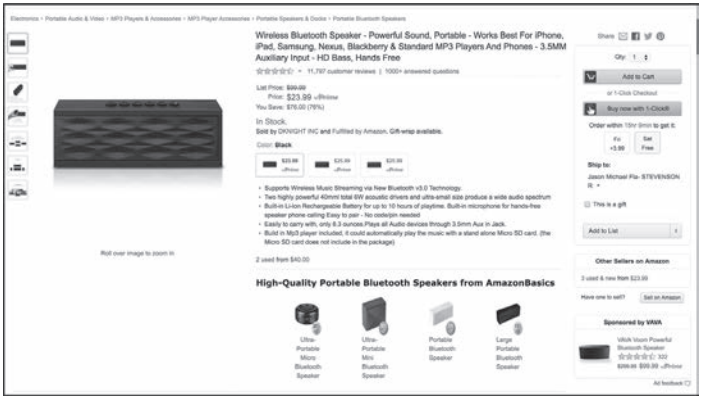

Wireless Bluetooth Speaker - Powerful Sound, Portable - Works Best For iPhone, iPad, Samsung, Nexus, Blackberry & Standard MP3 Players And Phones - 3.5MM Auxiliary Input - HD Bass, Hands Free
High-Quality Portable Bluetooth Speakers from AmazonBasics

Figure 93. Sample slide from sales webinar

Then, when I make my point, I transition to the slide in figure 94.

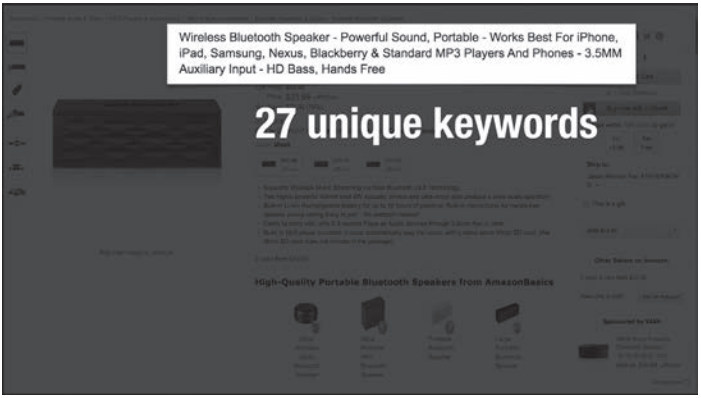

Wireless Bluetooth Speaker - Powerful Sound, Portable - Works Best For iPhone, iPad, Samsung, Nexus, Blackberry & Standard MP3 Players And Phones - 3.5MM Auxiliary Input - HD Bass, Hands Free
27 unique keywords
High-Quality Portable Bluetooth Speakers from AmazonBasics

Figure 94. Sample slide from sales webinar

TRIMMING SLIDES

For the content section, you'll probably put *too much* in there your first time through. That's okay. Just let it flow.

On your second pass through, be ruthless about what you get rid of. In film, they have a thing called a "cutting room floor" and also a "shooting ratio," because typically they shoot at least two times as much footage as they'll actually use. Documentaries have shooting ratios of closer to 100 to one.

Content ratio on a webinar is that you'll usually cut out about 25 percent of the original content you put into your presentation. Then, after you do the webinar live a few times, you'll probably cut out *even more* based on how it flows and how your audience responds.

For example, when I used to do the Amazon webinar, I focused on four places where keywords mattered on your listing: title, bullets, search terms, and reviews. I would go somewhat deep into this topic as well. Eventually, it just became what's left in figure 95.

Figure 95. Sample slide from sales webinar

Not only did I reduce it from four considerations into two, but I took half as many slides to teach about keywords in titles and search terms. I got a better impact on the content (that the right keywords alone can make you a ton of money!) while freeing up ten minutes of time to focus on *other* selling points. In addition, it better sets up the pitch because we give them keyword resources to do this automatically.

When I originally made this presentation, I used to have a section on *how* to find good keywords. Now, I don't even have a single slide on how to do it in the content section. I just say out loud, at the appropriate time:

> *"Keyword research is so important that you should spend sixteen hours just on this aspect alone. It is by far the most time-consuming aspect of starting your Amazon business, but that's okay. You win simply because people only do one or two hours of keyword research, and you go deeper. This means looking at hundreds of other listings and writing down every keyword that you think could produce a sale, and then figuring out how to fit them into your listing and search terms. It's a lot of work, but would you do it if it were the difference between financial freedom and imprisonment? Yes!"*

At the pitch, I then reveal how we've automated in minutes what used to take sixteen hours. So they get an unprecedented ability to find keywords that their competition frankly can't match, and they can do it in sixteen minutes instead of sixteen hours. But first, I get them to commit that it's worth putting in sixteen hours.

So what originally would've taken fifteen minutes to explain on the content section takes about five minutes, and instead of being tedious, it's clean, crisp, clear, and immediately easy to understand and know what to do.

This is yet another reason to not format as you go, because you might spend all this time designing something that you end up never using.

Another example with the Amazon webinar is that I used to

take several slides to explain how to calculate profit margin, because this was a big sticking point for my audience. If they were uncertain of how much they could make before starting every time they sold a product, they were much less likely to buy.

The process used to be where we'd teach them to find a similar product to the one they wanted to sell. Then they would plug it into the FBA calculator, based on the retail price they were going to sell it for (figure 96).

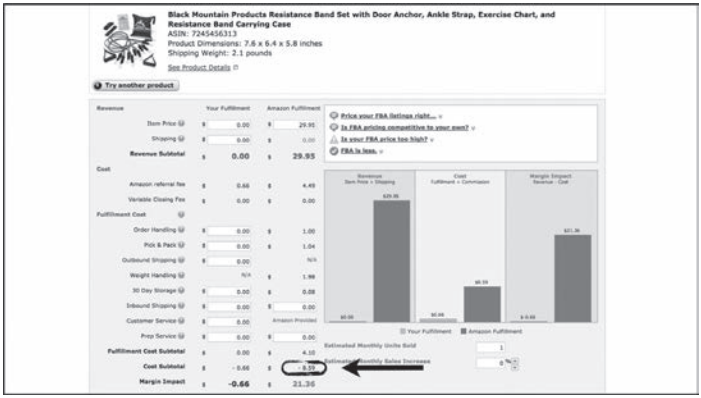


Figure 96. Sample slide from sales webinar

This would then give them the Amazon fees. I would then show them the only thing left was per unit cost with this slide shown in figure 97.

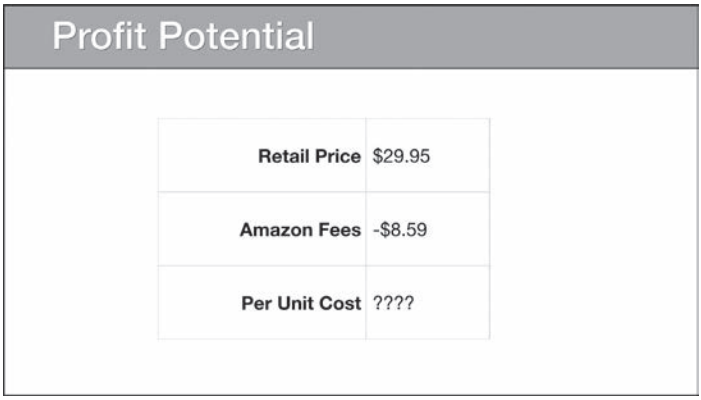


Figure 97. Sample slide from sales webinar

Then I would show them, using a site like alibaba.com, how to get some price quotes (figure 98).

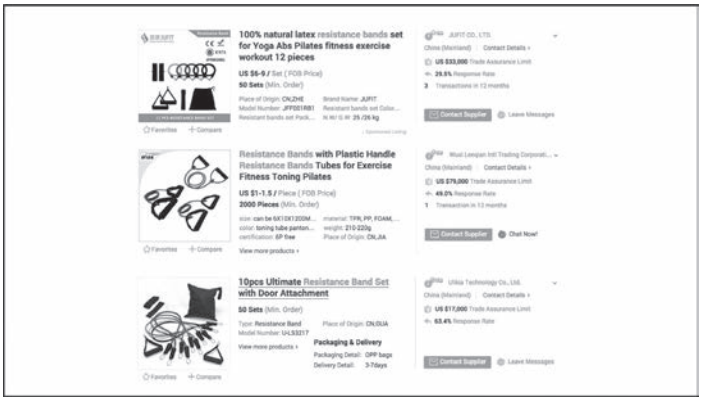

100% natural latex resistance bands set for Yoga Abs Pilates fitness exercise workout 12 pieces
Resistance Bands with Plastic Handle Resistance Bands Tubes for Exercise Fitness Toning Pilates
10pcs Ultimate Resistance Band Set with Door Attachment

Figure 98. Sample slide from sales webinar

Finally, I would again show them how much they make per sale (figure 99).

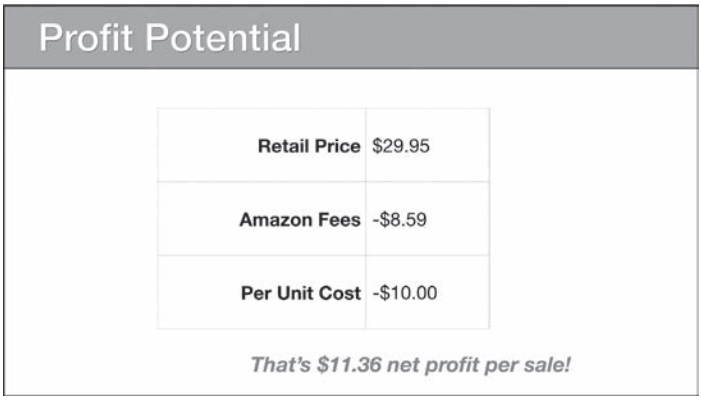


Figure 99. Sample slide from sales webinar

This is actually already an extremely efficient and clear way of showing them profit margin. It took me hours to drill it down to something so simple and obvious and easy to understand.

Even still, once I switched it up to this, I got better results in a quicker manner. I would, on this slide (figure 100), explain that anything between 35 percent to 60 percent profit margin was acceptable. So just aim for that.

Figure 100. Sample slide from sales webinar

Then I would prove it was possible over these three slides. The first slide shows Pablo having a profit margin around 40 percent (figure 101).

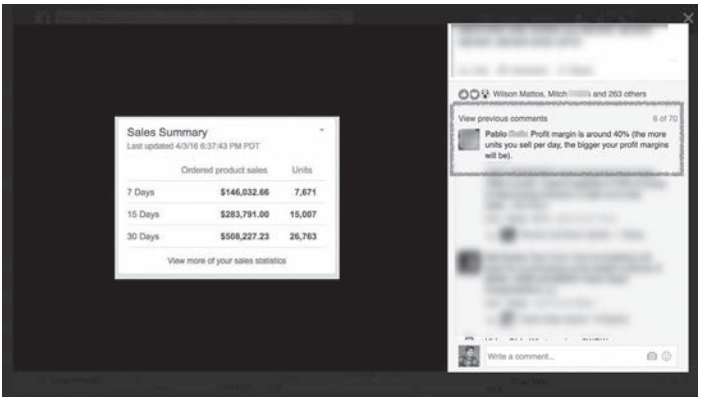


Figure 101. Sample slide from sales webinar

The next slide shows Zenteam having a profit margin of 50 percent (figure 102).

Zenteam
March 10 · Edited
Just hit our 15k mark with about 50% margins... Praise be to my Lord, the exalted the All Mighty.
Just to share this is the first program I have joined, took a leap of faith, invested the most and boy... looking forward to the rewards.
Sales Summary
Ordered product sales
Units
7 Days
$2,696.75
145
15 Days
$6,136.05
299
30 Days
$15,311.90
802
View more of your sales statistics

Figure 102. Sample slide from sales webinar

I leave it there for now and let it sink in. Instead of trying

to just cover it all at once like I used to, I just let them know what to aim for, and that it's possible. Then, on the next step, which is finding the supplier, I unpack it a little more, with the slides in figures 103...

Figure 103. Sample slide from sales webinar

...and figure 104.

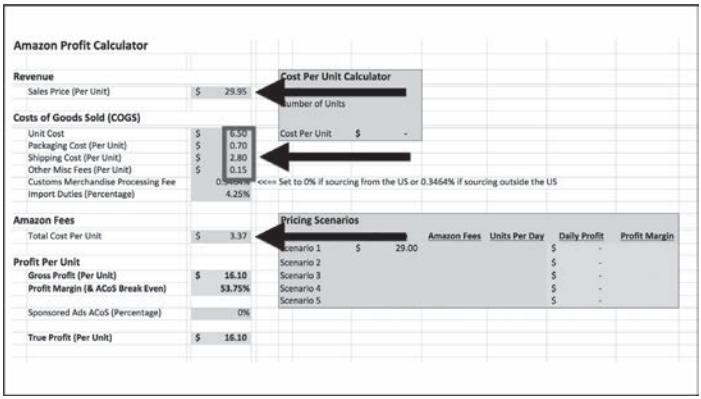

Amazon Profit Calculator
Revenue
Sales Price (Per Unit) $ 29.95
Costs of Goods Sold (COGS)
Unit Cost $ 0.50
Packaging Cost (Per Unit) $ 0.70
Shipping Cost (Per Unit) $ 2.80
Other Misc Fees (Per Unit) $ 0.15
Customs Merchandise Processing Fee 0.3464% <<<= Set to 0% if sourcing from the US or 0.3464% if sourcing outside the US
Import Duties (Percentage) 4.25%
Amazon Fees
Total Cost Per Unit $ 3.37
Profit Per Unit
Gross Profit (Per Unit) $ 16.10
Profit Margin (& ACoS Break Even) 53.75%
Sponsored Ads ACoS (Percentage) 0%
True Profit (Per Unit) $ 16.10
Cost Per Unit Calculator
Number of Units
Cost Per Unit $ -
Pricing Scenarios
Amazon Fees
Units Per Day
Daily Profit
Profit Margin
Scenario 1 $ 29.00 $ -
Scenario 2 $ -
Scenario 3 $ -
Scenario 4 $ -
Scenario 5 $ -

Figure 104. Sample slide from sales webinar

This slide proves I have a calculator I could use to show that

all the fees were reduced down to something automatic. You put in a few numbers, and it spits out your profit margin, which is when I then show the slide in figure 105.

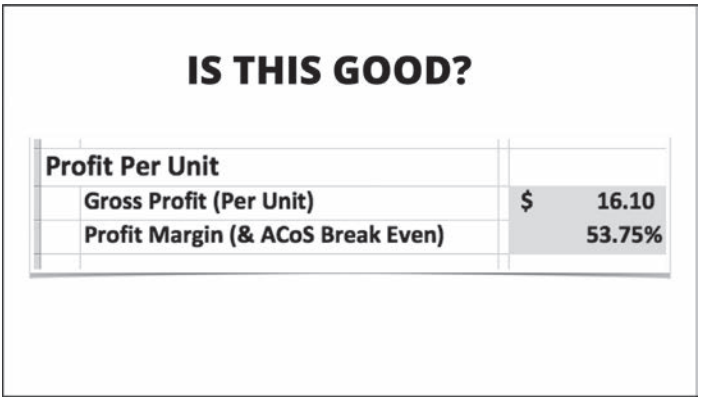


Figure 105. Sample slide from sales webinar

We designed this asset deliberately to make it as easy as possible for someone just to know that we have reduced it down to, "Fill in a few numbers, push a button, and you can know what your profit margin is." Then they just have to pick products that meet profit margins between 35 percent to 60 percent.

Of course, during the pitch, I reveal that they get this profit calculator for free when they sign up and buy the Amazon training through us.

What used to take me about six minutes to explain now takes about four minutes to explain and seems to land with much bigger impact based on audience reaction.

The lesson here is that it's easier to subtract than add. Feel free to overdo it when you're originally scripting—don't censor yourself. It's so easy to get that clarity when you can *see it* on slides, to be able to optimize it into its smoothest, most impactful version, than if you're trying to go from an idea to perfection in one fell swoop. Trim and optimize. Trim and optimize. Then, once you go live, know that you'll trim and optimize even more once you interact the webinar with the real world.

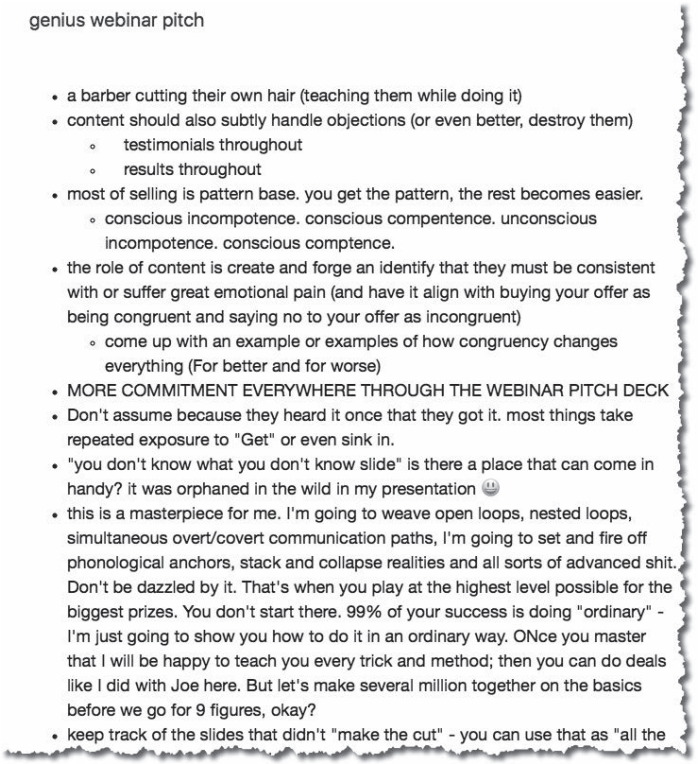
The content section is usually the first thing I put serious effort into fleshing out my first pass through on scripting the webinar. Occasionally, I'll start with the pitch if starting there excites me more or if I don't have a clear vision yet for the content. On super rare occasions, I'll start with the intro first because I have some sort of inspiration and I can just *go* as soon as I sit down.

Assuming you start with content first, then the next section I put some serious effort into is the pitch. I may stick some half-hearted version of a transition in place, or even a slide that just says "put transition here" during my first go through.

I script the pitch the same way as the content. I overdo the information. I don't design and get fancy. I write and sell. Write and sell. I almost always follow the exact formula I laid out for you in the pitch section, with some exceptions.

During the pitch, and during the content, if I get an idea for

something—not sure if or where it fits but think it might help me sell—I jot a quick note in Evernote. For example, figure 106 is my Evernote note for the Genius Webinar pitch.


genius webinar pitch

- a barber cutting their own hair (teaching them while doing it)
- content should also subtly handle objections (or even better, destroy them)
  - testimonials throughout
  - results throughout
- most of selling is pattern base. you get the pattern, the rest becomes easier.
  - conscious incompotence. conscious compentence. unconscious incompotence. conscious comptence.
- the role of content is create and forge an identify that they must be consistent with or suffer great emotional pain (and have it align with buying your offer as being congruent and saying no to your offer as incongruent)
  - come up with an example or examples of how congruency changes everything (For better and for worse)
- MORE COMMITMENT EVERYWHERE THROUGH THE WEBINAR PITCH DECK
- Don't assume because they heard it once that they got it. most things take repeated exposure to "Get" or even sink in.
- "you don't know what you don't know slide" is there a place that can come in handy? it was orphaned in the wild in my presentation 😃
- this is a masterpiece for me. I'm going to weave open loops, nested loops, simultaneous overt/covert communication paths, I'm going to set and fire off phonological anchors, stack and collapse realities and all sorts of advanced shit. Don't be dazzled by it. That's when you play at the highest level possible for the biggest prizes. You don't start there. 99% of your success is doing "ordinary" - I'm just going to show you how to do it in an ordinary way. ONce you master that I will be happy to teach you every trick and method; then you can do deals like I did with Joe here. But let's make several million together on the basics before we go for 9 figures, okay?
- keep track of the slides that didn't "make the cut" - you can use that as "all the

Figure 106. Sample notes used to prepare webinar

I wanted to make a point during the content that me doing a webinar on webinars is like a barber trying to cut their own hair. I didn't know if I could fit that anywhere, but didn't want to carry it around in my mind anymore, so I just made a quick note and moved forward.

I made a note that said "more commitment everywhere..." because I felt like I needed it but didn't want to have to worry about it right now.

There is a note that says, "Michael Benoff—learning about learning." This was a close that he had recently taught me, and I thought I might be able to use it but didn't want to try to fit it in if it didn't occur naturally. So I just made a note to take a look after I scripted the webinar to see if I could put it somewhere. I put a lot of potential objections here to cover, just in case I forget them, or other closes I might consider using that I didn't have at the moment.

Sometimes I get ideas for bonuses, but I don't know whether they will or won't be used in the pitch. I just make a note of them, and on the second or third pass through I can then decide to add them or not. For example, "Give them my webinar master template?" was an idea I had that wasn't part of the offer initially when I started scripting my Genus Webinar pitch, but it seemed like a good idea. I just made a note of it, and then after, I ended up adding it to the presentation.

There is a formatting trick specifically with the pitch that I do and recommend for you as well. I take the master slides I use for the webinar and duplicate them, but add a call to action section at the bottom. Something like figure 107.

Figure 107. Sample master slide template with CTA link

Then, when I'm doing my pitch, I just select from a master slide that has a call to action to make sure that, from the time I tell them where to go to buy, it's impossible to ignore.

Figure 108 shows some of the master slides for my Amazon webinar.

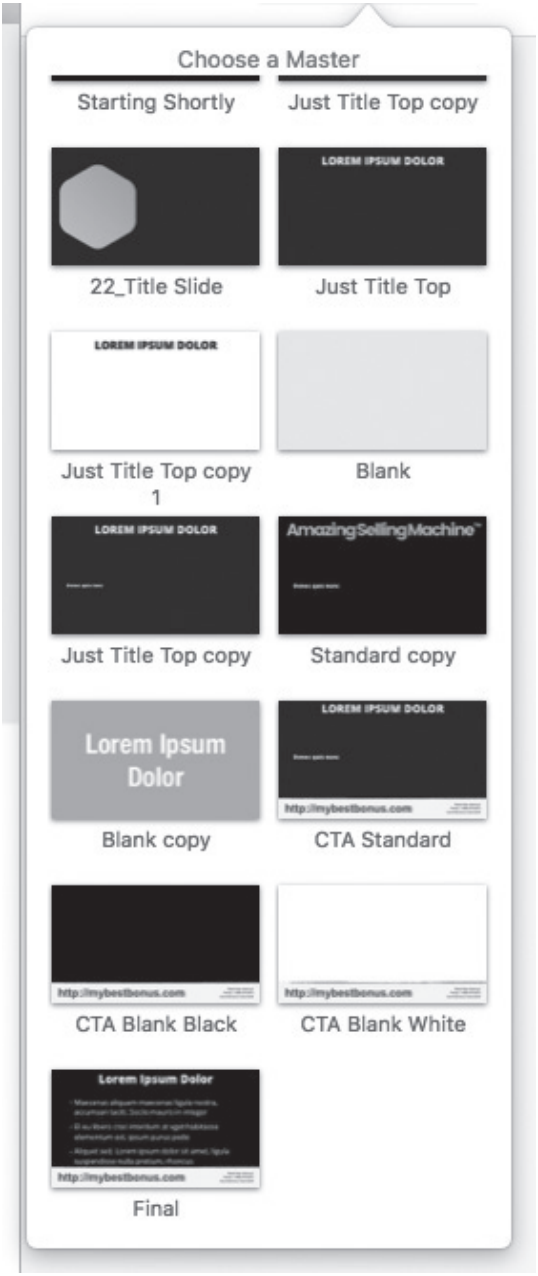


Figure 108. List of master slides I may create

You can see that I have four different slides that have the call to action on it. I just have to edit those four slides, and then anywhere in my presentation that I have my pitch, it has the URL where they can sign up.

Figure 109 shows the last fifty-three slides of my Amazon webinar.

Figure 109. Thumbnail view of webinar slides

Twenty-five of those fifty-three slides have my call to action. Now, if I had to update it the old way, where I put it there manually, that would mean twenty-five slides would need to be updated if I change the URL or had multiple people who I was doing webinars for.

On the flip side, not continually having the URL present *does* decrease conversion rate for no other reason than inconvenience. My Amazon webinar has ninety-five slides that follow the slide where I reveal for the first time where to

go to sign up. Thirty-nine of those ninety-five slides have a call to action bar at the bottom of the slide. This is actually less than normal because we have so many bonuses that I use full screenshots of the deliverables in certain cases, so I don't put the URL. Ninety percent of my webinars have about two-thirds of the slides, from the first time I put the URL in front of the audience, containing that URL.

When in doubt, keep the URL in front of them. Say it out loud a lot, too. I go the extra mile by making it somewhat obvious with the yellow background and the red border and the big font size.

For your call to action URL—for the love of God, make it simple to say, remember, and type. Don't have a URL like this: http://buy.widgetsllc.info/signuphere. It's overly long, it's a mouthful, and it's complicated to type in. Compare that to http://mybestbonus.com or http://producteclass.com/yes or http://geniusnetwork.com/webinars.

It's okay to buy a brand-new domain *just* for your webinars that forwards to whatever URL where you want them to end up.

Then, we go back and punch up the introduction as I discussed earlier in the book. We can draw source material from the pitch and content to create the strong, compelling introduction with the methods I outlined starting in chapter three.

We can go back through the content again and look for opportunities to punch up the pitch—to show things in the content that are part of the offer without necessarily letting them know they are part of the offer, but getting them familiar with them, as well as desiring them in advance of trying to sell it to them.

Lastly, we finesse the transition using the techniques we discussed in chapter nine and also better tying the pitch in. There you go—finished version.

After that, if you have time and you think it's worth it, you can continue to polish further. I will often need at least two passes through the pitch section itself to make sure it's as strong as I desire it to be to help me make the sale.

You will also fine-tune based on the insights you gain from actually doing and delivering the webinar in the real world. Don't spend too much time trying to save lost cause webinars. Instead, think about putting more time into the webinar that is crushing it, because 10 percent of a million dollars is an extra six figures.

There is only one more major thing you need to know...

Note: We're adding new resources to http://webinarextras.com every so often, so if you haven't checked it out lately, make sure you do!

CHAPTER TWELVE

THE WEBINAR FUNNEL

A webinar funnel without a webinar can't make money. It is your key conversion mechanism. Let's say you have a pretty good webinar, too. You got a product that you sell for $2,500, and every time you get 100 qualified people on that webinar, you sell 10 percent of the audience.

You have the ability to just print money now. It would be hard to improve that webinar, from a conversion standpoint, unless you tried to go to a much wider audience. It's good. Pat yourself on the back, *unless* you've neglected some key things that happen shortly before and shortly after the webinar.

Let me show you. Take a look at figure 110.

Figure 110. Sample slide from sales webinar

This is the exact same webinar, selling the exact same product at the exact same price point with the exact same size of the audience. Yet in one scenario, it makes $62,500 and in another it makes $250,000. Yikes!

There is a lot that happens before people come on your webinar that can dramatically affect how much money you make. Hence, I'm not a big fan of conversion rates. I'm much more interested in money collected at the end of the promotion cycle.

Before someone can join your webinar, they must first register for your webinar. In the first scenario, 1,000 people were invited to the webinar and only 250 showed up. In the second scenario, 1,000 people were invited to the webinar and 500 of them showed up.

The page where they register to attend—the design and the

sales copy on that page—can influence your results more than just about anything else besides the webinar itself.

Take a look at figure 111.

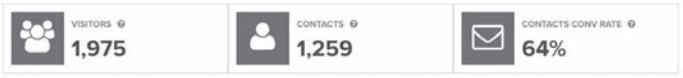


Figure 111. Conversion stats for webinar registration funnel

This is a webinar registration page that we promoted with my friend and legendary trading genius John F. Carter, from Simpler Trading. It converted at 64 percent. When we have a great audience and a great landing page, this is about the pinnacle of what you can get.

Now, if we only did 37 percent, which is about the industry standard, on the live webinar we would've sold about half of what we did. Probably just a tick more, because even though we have half the audience, we probably have a slightly higher quality that signed up with a substandard registration page.

The thank-you page is also critically important. This is the page that the attendee sees immediately after they sign up for your webinar. Imagine a scenario where you had a thank-you page that told them that your webinar was the worst thing in the world and a big waste of time. You have now, as a result of the message on the thank-you page, decreased the show rate of your audience.

Of course you wouldn't do that, but the point stands. What you say on the thank-you page can make them more likely *or* less likely to show up to the actual webinar. Many people don't take this into account, and thus they miss a prime opportunity to improve their conversion even further.

The next important page is the webinar sign-up page (also called a landing page)—where you send them to buy during your webinar. As I was finishing up this book, I found myself in an interesting position. I was staying as a guest at my friends, Jon and Missy Butcher's house. Jon is chairman of Precious Moments, a company that has done around $12 billion in total sales. So you can imagine the type of house I was staying at. I came in a few days early on the back of a launch that I'd just brought slightly more than a million dollars in sales on. I was tired. I was getting ready to do their Lifebook Ultimate Program, which is a $35,000 investment, but first I was there to relax for two days and just lounge.

I slept in late the first day and hobbled down for coffee at like eight in the morning, groggy and still in a fog. Jon had already been up for two hours, and I could tell he was amped. I barely had my first sip of coffee when Jon showed me a page he was going to drive people to for this really great offer he was testing. It was a clever offer, very tricky to pull off, and the stakes were high. Basically, his audience, having completed a six-week training, now had the ability to get their money back in the form of a rebate. Or they could apply it plus a

single extra dollar to enroll in this new offer, which would then bill at ninety-seven dollars per month in perpetuity.

Not your normal offer. This requires great care. Jon showed me the page they were going to send their audience to at the end of this call. I'm never polite—to a fault, and especially not when I haven't had my coffee—and I was still in a post-launch exhaustion.

"This is not good. At all." I informed Jon. To Jon's credit, because he's such a great guy, he didn't take offense. He asked me what to do instead.

"Get me a pen and paper, and I'll show you." Barely conscious, in two minutes I drew him out a sign-up page, and the moment he saw it, he instantly saw the power in it.

His only concern was this: "Jason, where do I put the video then?"

My answer: "Nowhere. There is no video."

The webinar sign-up page is the page you send people to at the end of the webinar to buy your offer. I have seen more blunders with this type of conversion page than any other I have ever witnessed.

The worst thing you can do to your sign-up page is to treat

it like a regular sales page. Instead, treat it like an in-depth order form. A normal sales page would have a headline designed to draw the reader in to read the rest of the page and ultimately buy. A webinar sign-up page has a headline like figure 112.

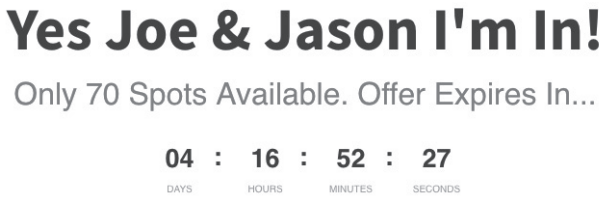


Figure 112. Example countdown timer used on sales page

This was the headline I used when I first sold Genius Webinars, which in its first inception was a live, two-day, in-person training. Hence—a headline that stresses scarcity both from a timeframe and quantity. Even the words "I'm in" are deliberate, because I observed years ago on webinars that the most common phrases someone would say in the chat when they were ready was, "I'm in."

On a normal sales page, the lead—the opening paragraph(s)—is designed to control the focus on the user while getting them excited, desirous, and hooked to reading the rest of the message. Studies show that if you can get them to read 150 words, then the chances they'll read the next 1,000 skyrockets.

We don't have to worry about that with a webinar sign-up page. We've hooked them for the last hour or longer through

our presentation. Here, the lead is to—in one to two paragraphs—encapsulate what they get, wrapped around a nice benefit statement.

For Genius Webinars, here is what it was:

> "*By signing up today, you guarantee your spot at Genius Network Headquarters where, on October 12th & 13th, 2017, Jason Fladlien will walk you through exactly what it takes to create million-dollar webinar presentations.*"

On a traditional sales page, you would then go into your story, present your proof, and build up more demand and desire for your offer. Along the way, you would work to eliminate objections and then, finally, introduce your solution.

With a webinar sign-up page, we can skip all that because we did it already via the presentation. Instead, we can get right into the offer:

- **Intimate environment geared toward success**—this is the same room where legendary entrepreneurs like Dean Graziosi, Dan Sullivan, JJ Virgin, and more go to attend Joe's Genius Network mastermind events.
- **Healthy breakfast and lunch catered in** from an Iron Chef America Champion, which will taste delicious and be nutritious. Plus, healthy snacks will be made available throughout the day.

- **Handouts, checklists, worksheets,** and more will be provided to assist you through the two-day live training. This reference material is designed to enhance your learning and success.
- **Professional staff there to assist you** and make sure you're comfortable and have everything you need to have the best experience possible.

As you can see with the original Genius Webinar pitch, I have four bullet points highlighting the core offer. All you have to do is take the three to seven best elements of your core offer, write some punchy bullet points around them, and make it easy to scan through.

Next, present the section where they can actually move forward with their purchase (figure 113).

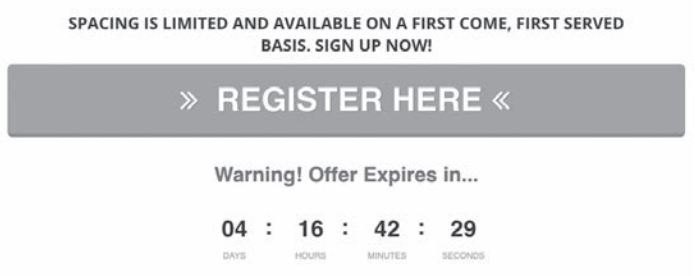

SPACING IS LIMITED AND AVAILABLE ON A FIRST COME, FIRST SERVED BASIS. SIGN UP NOW!
» REGISTER HERE «
Warning! Offer Expires in...
04 : 16 : 42 : 29
DAYS HOURS MINUTES SECONDS

Figure 113. Landing page example with scarcity

Notice again the stress on scarcity.

Next, we reveal the bonuses (figure 114).

Plus, When You Sign Up Get These Exclusive Bonuses!

Bonus #1: Professional Hi-Def Recordings

Multiple camera angles, professionally shot and edited to capture every word, every instruction, everything that can help you succeed with webinars.

We will utilize the over $200,000+ in recording equipment in Genius Network headquarters to provide for you the best recordings on the best webinar information you'll ever be exposed to.

Bonus #2: The Ultimate Webinar Funnel

You'll get a fill in the blanks template that covers the webinar registration page, the thank you page, the order form and more.

Not only will it be designed to covert, it will contain the right sales copy that you can easily tweak to immediately have a full on funnel that will take your webinar conversions to the next level.

Bonus #3: Pre-event Profits

Wouldn't it be wonderful if we set it up so you can start profiting from webinars asap? So you can step into the room already having realized multiples of your investment flowing to you? That's what we have here.

You'll be invited to 2 web-based trainings that will also be recorded to help you see profits before we show up to the live Genius Webinars, in person training.

Bonus #4: Slide Envy

There are certain ways you should design your Keynote/Power Point

Figure 114. Example of bonuses on landing page

Just like on the webinar itself, we put more emphasis on the bonus than the core offer. Instead of just bolding the beginning of the bulleted copy, we make the bonus its own headline. Instead of using the rest of the bulleted copy to explain it, we take one to two paragraphs to explain what makes the bonus so great and how it will be helpful to them. We also employ an image to make it stand out and look extra attractive.

Lastly, we reveal the guarantee (if applicable) and put in a final place where they can purchase. Figure 115 shows how I did it for the original Genius Webinars page.

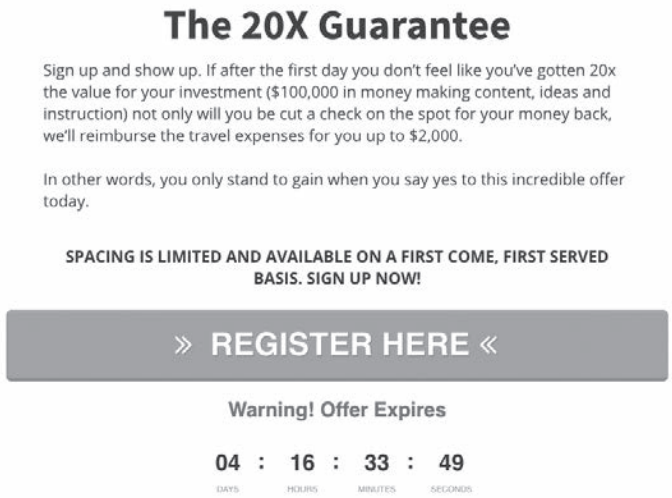

The 20X Guarantee
Sign up and show up. If after the first day you don't feel like you've gotten 20x the value for your investment ($100,000 in money making content, ideas and instruction) not only will you be cut a check on the spot for your money back, we'll reimburse the travel expenses for you up to $2,000.
In other words, you only stand to gain when you say yes to this incredible offer today.
SPACING IS LIMITED AND AVAILABLE ON A FIRST COME, FIRST SERVED BASIS. SIGN UP NOW!
» REGISTER HERE «
Warning! Offer Expires
04 : 16 : 33 : 49
DAYS HOURS MINUTES SECONDS

Figure 115. Example of guarantee on landing page

There is one more thing you can do to enhance your webinar sign-up page: use lots of testimonials. The downside to using testimonials is that they can take up space if you put them in line with the rest of the content. The upside is that they're your strongest form of proof when it comes to making a high-ticket sale.

Figure 116 shows the solution I have come up with that I use on almost all of my webinar sign-up pages.

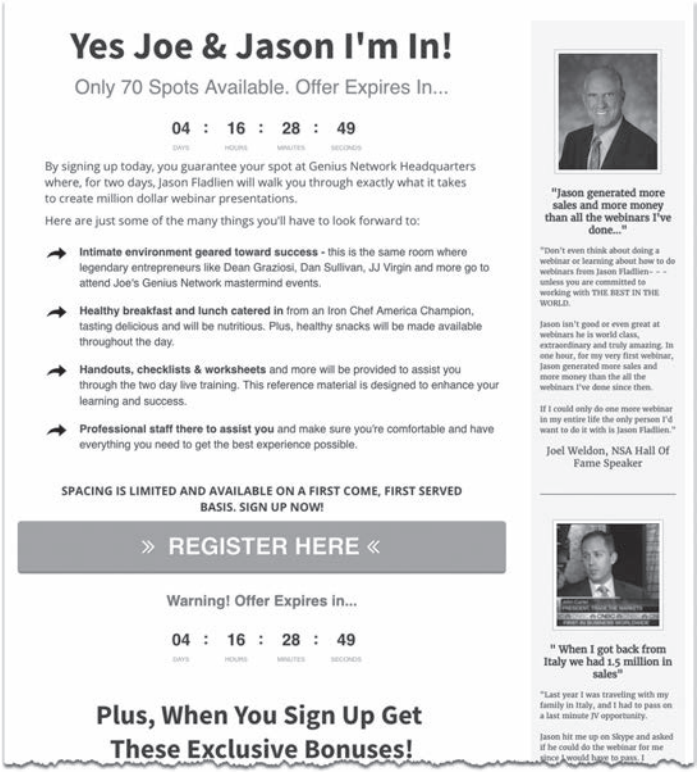

Yes Joe & Jason I'm In!
Only 70 Spots Available. Offer Expires In...
04 : 16 : 28 : 49
DAYS HOURS MINUTES SECONDS
By signing up today, you guarantee your spot at Genius Network Headquarters where, for two days, Jason Fladlien will walk you through exactly what it takes to create million dollar webinar presentations.
Here are just some of the many things you'll have to look forward to:
Intimate environment geared toward success - this is the same room where legendary entrepreneurs like Dean Graziosi, Dan Sullivan, JJ Virgin and more go to attend Joe's Genius Network mastermind events.
Healthy breakfast and lunch catered in from an Iron Chef America Champion, tasting delicious and will be nutritious. Plus, healthy snacks will be made available throughout the day.
Handouts, checklists & worksheets and more will be provided to assist you through the two day live training. This reference material is designed to enhance your learning and success.
Professional staff there to assist you and make sure you're comfortable and have everything you need to get the best experience possible.
SPACING IS LIMITED AND AVAILABLE ON A FIRST COME, FIRST SERVED BASIS. SIGN UP NOW!
» REGISTER HERE «
Warning! Offer Expires in...
04 : 16 : 28 : 49
DAYS HOURS MINUTES SECONDS
Plus, When You Sign Up Get These Exclusive Bonuses!
"Jason generated more sales and more money than all the webinars I've done..."
"Don't even think about doing a webinar or learning about how to do webinars from Jason Fladlien- - - unless you are committed to working with THE BEST IN THE WORLD.
Jason isn't good or even great at webinars he is world class, extraordinary and truly amazing. In one hour, for my very first webinar, Jason generated more sales and more money than the all the webinars I've done since then.
If I could only do one more webinar in my entire life the only person I'd want to do it with is Jason Fladlien."
Joel Weldon, NSA Hall Of Fame Speaker
" When I got back from Italy we had 1.5 million in sales"
"Last year I was traveling with my family in Italy, and I had to pass on a last minute JV opportunity.
Jason hit me up on Skype and asked if he could do the webinar for me since I would have to pass. I

Figure 116. Sample landing page

If you look on the right-hand side of the page, you'll see testimonials that run down the full page. This continues on for the entirety of the page. In other words, there is not a spot on that webinar sign-up page you could scroll to where you couldn't see at least one testimonial. This serves a dual purpose. First, if they actually take the time to read them, it should increase the chances of them purchasing. Second, even if they don't read them, it still creates the impression of success. It is a way to dramatically demonstrate the effectiveness of your expertise and/or your system.

The reality is that most people will not read any of the testimonials. Those who do won't read them all—they'll scan. That's why I use a headline for the testimonial as well, so if that's all they read, it still has a powerful effect. The headline is just a quote from their testimonial. Oftentimes, these are the same testimonials I used on the webinar, but not always. The goal is to have the testimonials run the length of the entire page, so if I have to use more testimonials than I can fit into the presentation, so be it!

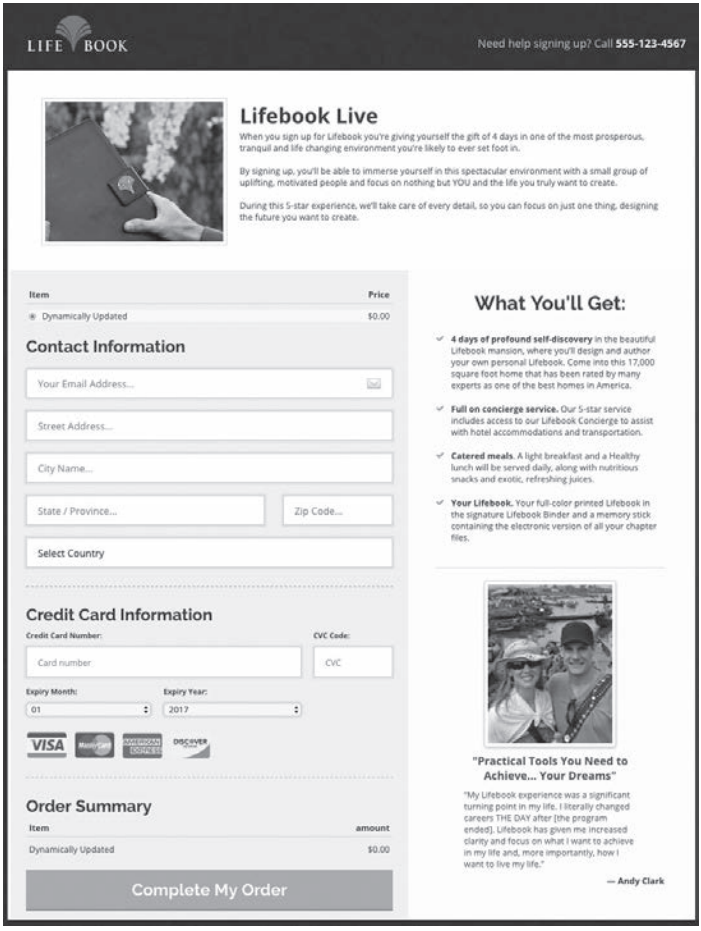
If you would like a fill-in-the-blank template of this page and other pages in the webinar funnel, we've included them as part of the book resources at http://webinarextras.com.

From the sign-up page, once they click the "Register Here" button, we just take them to a plain-Jane order form. Name, email, address, phone, and a place to enter their credit card information and accept the terms of service.

Sometimes when you start, the simplest thing you can do is take them straight to the checkout page. For most people, this is actually preferable to what they now use as a webinar sign-up page because, as we've already discussed, their pages are filled with speed bumps that get in the way of the sale.

Also, sometimes you don't have time, due to deadlines, to get the webinar sign-up page just right. If that's the case, the

URL you tell them to go to on the webinar can send them to a page that looks like the example in figure 117.


LIFE BOOK
Need help signing up? Call 555-123-4567
Lifebook Live
When you sign up for Lifebook you're giving yourself the gift of 4 days in one of the most prosperous, tranquil and life changing environment you're likely to ever set foot in.
By signing up, you'll be able to immerse yourself in this spectacular environment with a small group of uplifting, motivated people and focus on nothing but YOU and the life you truly want to create.
During this 5-star experience, we'll take care of every detail, so you can focus on just one thing, designing the future you want to create.
Item
Price
Dynamically Updated
$0.00
Contact Information
Your Email Address...
Street Address...
City Name...
State / Province...
Zip Code...
Select Country
Credit Card Information
Credit Card Number:
CVC Code:
Card number
CVC
Expiry Month:
Expiry Year:
01
2017
VISA
Order Summary
Item
amount
Dynamically Updated
$0.00
Complete My Order
What You'll Get:
4 days of profound self-discovery in the beautiful Lifebook mansion, where you'll design and author your own personal Lifebook. Come into this 17,000 square foot home that has been rated by many experts as one of the best homes in America.
Full on concierge service. Our 5-star service includes access to our Lifebook Concierge to assist with hotel accommodations and transportation.
Catered meals. A light breakfast and a Healthy lunch will be served daily, along with nutritious snacks and exotic, refreshing juices.
Your Lifebook. Your full-color printed Lifebook in the signature Lifebook Binder and a memory stick containing the electronic version of all your chapter files.
"Practical Tools You Need to Achieve... Your Dreams"
"My Lifebook experience was a significant turning point in my life. I literally changed careers THE DAY after [the program ended]. Lifebook has given me increased clarity and focus on what I want to achieve in my life and, more importantly, how I want to live my life."
— Andy Clark
Figure 117. Sample order form

It's not a straight-up order form, but it's not a full-blown webinar sign-up page, either. It's a hybrid. In fact, we've reduced it to a click on their way to purchasing. The trade-off

is that we are only using a small amount of space to explain what they get, so you get to use fewer testimonials, and if you have a guarantee, you'll have to figure out where and how to fit that in as pithily as possible.

On the plus side, it's easy to create, and it's the most frictionless path you can take to make the sale. Often, you start here, and then if the webinar looks good, over time you build out a more proper webinar sign-up page because, even though you add one more click, you also add a lot more firepower to your message.

Figure 118. Comparison of conversion between two registration funnels

Now let's look at that webinar funnel scenario again (figure 118) since we have more context, and break down what a successful webinar registration page looks like.

Figure 119 shows the page that we got a 64 percent sign up for.

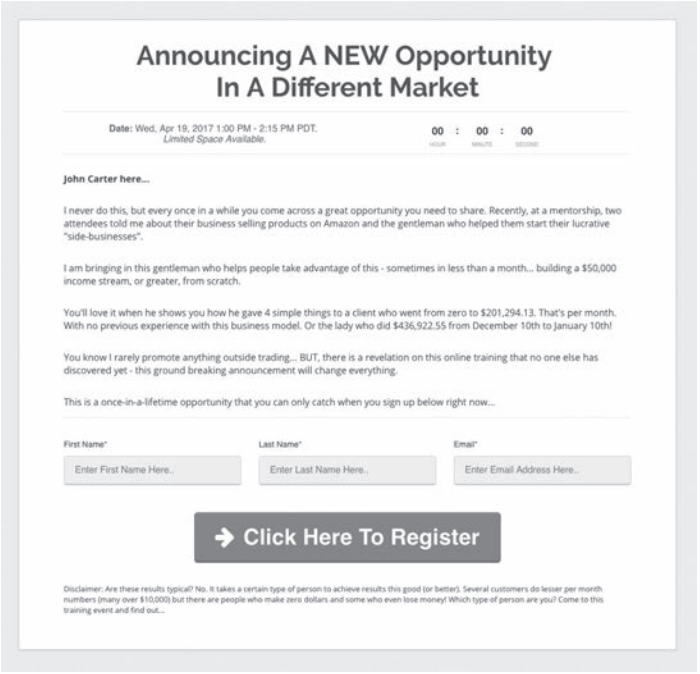

Announcing A NEW Opportunity
In A Different Market
Date: Wed, Apr 19, 2017 1:00 PM - 2:15 PM PDT.
Limited Space Available.
00 : 00 : 00
John Carter here...
I never do this, but every once in a while you come across a great opportunity you need to share. Recently, at a mentorship, two attendees told me about their business selling products on Amazon and the gentleman who helped them start their lucrative "side-businesses".
I am bringing in this gentleman who helps people take advantage of this - sometimes in less than a month... building a $50,000 income stream, or greater, from scratch.
You'll love it when he shows you how he gave 4 simple things to a client who went from zero to $201,294.13. That's per month. With no previous experience with this business model. Or the lady who did $436,922.55 from December 10th to January 10th!
You know I rarely promote anything outside trading... BUT, there is a revelation on this online training that no one else has discovered yet - this ground breaking announcement will change everything.
This is a once-in-a-lifetime opportunity that you can only catch when you sign up below right now...
First Name*
Enter First Name Here..
Last Name*
Enter Last Name Here..
Email*
Enter Email Address Here..
Click Here To Register
Disclaimer: Are these results typical? No. It takes a certain type of person to achieve results this good (or better). Several customers do lesser per month numbers (many over $10,000) but there are people who make zero dollars and some who even lose money! Which type of person are you? Come to this training event and find out...

Figure 119. Sample registration page

Simple, isn't it? There is a lot of psychology behind just the design alone. First, it looks extremely close to GoToWebinar's standard sign-up template. This is done intentionally. It feels more official and less salesy if it's seemingly coming from GoToWebinar and not from your business or my business. However, even though I recommend that you use GoToWebinar if you're a small or medium-sized business (and ON24.com if you're a larger business), I don't recommend that you use their pages. There are a couple of things about their pages that can hurt conversions significantly, we've discovered.

So we use ClickFunnels to integrate with GoToWebinar with some subtle differences. The sign-up page is mobile responsive, meaning it adapts to fit a phone or tablet perfectly, as well as a laptop or desktop computer. It's likely that more than half of your visitors will be on mobile devices.

Now, let's break down each key element, starting with the headline (figure 120).

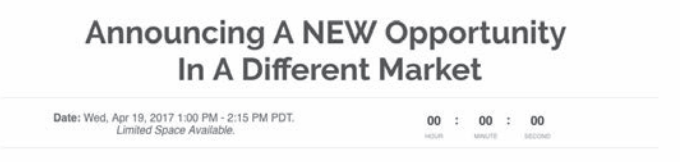


Figure 120. Sample registration page headline

On the surface, this is a blasé headline, yet there is more going on here than meets the eye. This is a sign-up page specifically for John F. Carter's Simpler Trading email list, so we're tailoring the page to his audience. They are traders, and traders deal with *markets* and are not business people in general. This is my attempt to gain rapport with them by speaking their language.

"Announcing..." is a news-based headline. These headlines work unbelievably well for webinar registration pages. If you can tap into a current event, there is a great chance you are directly entering the mind of your audience, and as such, that commands attention. They were just thinking about it, or had recently thought about *something,* and now you have a training related to just that. How timely.

The downside to news-based headlines is that you have to constantly update them. In this case, we made a specific registration page for Simpler Trading because I knew that, under the right circumstances, this promotion could make us low- to mid-six figures.

For everyone else that we did webinars with, figure 121 shows the headline we used.

Figure 121. Sample registration page headline

This one got a 54 percent conversion. There is no genius behind it. You do not need hype in your webinar registration headlines, because the premise behind your webinar is that you're going to give training and provide value—not just pitch them. It is rare that a big benefit type of headline will outperform straightforward, short headlines when it comes to webinar registration pages.

In both instances, we put the date right under the headline, as well as a countdown timer until the event starts. Most webinar sign-up pages don't use a countdown timer until the event goes live, and I think that's a mistake. I want to use scarcity as much as possible, whenever possible.

Here is the copy I used for the Simpler Trading audience:

John Carter here...

I never do this, but every once in a while, you come across a great opportunity you need to share. Recently, at a mentorship, two attendees told me about their business selling products on Amazon, and the gentleman who helped them start their lucrative "side-businesses."

I am bringing in this gentleman who helps people take advantage of this—sometimes in less than a month—building a $50,000 income stream, or greater, from scratch.

You'll love it when he shows you how he gave four simple things to a client who went from zero to $201,294.13. That's per month. With no previous experience with this business model. Or, the lady who did $436,922.55 from December 10th to January 10th!

You know, I rarely promote anything outside of trading...BUT, there is a revelation on this online training that no one else has discovered yet—this ground-breaking announcement will change everything.

This is a once-in-a-lifetime opportunity that you can only catch when you sign up below right now...

I start with "John Carter here..." because I want it to feel like it's coming from him, not me, since he's the one emailing his audience the invitation to come to the webinar.

Next paragraph: "I never do this..." acknowledges reality. He only promotes options-trading stuff, and it's almost exclusively his own stuff, not affiliate offers. This one is easy here, because it's obvious what is likely going on in the mind of someone who is visiting this page. If you can address that thing in your opening body copy of your webinar registration page, you can do incredibly well.

Third paragraph, "I am bringing in..." is just a plain old big-benefit paragraph to get them excited about what's to come and learn how to build something that can make them big money, which I know this audience desires.

Fourth paragraph, "You'll love it..." Proof.

Fifth paragraph, "You know I rarely..." hints at a secret. A mystery only revealed if you sign up and attend.

Sixth paragraph, "This is a..." is simply a call to action telling them what to do.

Then, they sign up (figure 122).

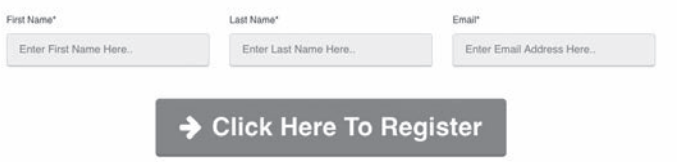


Figure 122. Sample registration page form

Even this is carefully crafted. I like first and last name, because then I can pass that information from ClickFunnels to GoToWebinar so I can actually see their first and last name on the webinar. We collect emails so we can follow up with them before and after the webinar, as well as register them to the webinar.

The big button "Click Here to Register" is impossible to miss. It sticks out like a sore thumb, as it should. Make it as easy as possible for them to sign up.

Now, let's compare that to our, "How to start a business on Amazon" webinar registration page, which also had a great conversion rate.

> *Did you know that twenty-five cents of every dollar spent online goes through Amazon? Even better, over half of the products sold on Amazon are sold by third-party sellers. And most of these sellers are businesses with two people or less.*
>
> *Look at that Amazon logo above, and you'll see it's no accident that the arrow starts at the A and ends at the Z. Amazon wants to be the a-to-z store, to have any and every product,*

and they need your help to do so. The reward for helping them can be seriously life-changing from a financial perspective.

You see, Amazon has 57 percent of US households as prime members, who can buy products on Amazon with one click and get the items to their house in less than forty-eight hours. Amazon is great at fulfilling products—they just need you to provide those products and make those products easier for the customer to find.

It just so happens that we've cracked the code for making this happen. That's why you'll see people like Mario start on Amazon and within five weeks do six figures in sales...while still working full time as a university administrator.

*If you've truly been looking for that thing to finally unlock financial independence for you, or at the very least add an additional stream of passive income in your life, you've found it. Click below to register for this free training to unlock the four-step formula for creating wealth with your own "**Amazon Business.**"*

First paragraph: "Did you know..." opens up with a fact about how big the opportunity is and why that is relevant to my audience.

Second paragraph: "Look at that Amazon logo..." is validation of the claim that I made in my first paragraph about how

relevant it is to my audience. If they don't feel it's for them, they won't come. If they feel it's tailor-made to them, you can't stop them from coming.

Third paragraph: "You see..." is expanding on how big the opportunity is and why it's perfect for them.

Fourth paragraph: "It just so happens..." is proof plus the promise of revealing a secret.

Fifth paragraph: "If you've truly..." brings it to a head and challenges them, and then tells them to sign up. This copy was written with the specific purpose of being able to run it every single day via an evergreen webinar funnel. I wanted to create something that would work well as a default for any scenario or promotion, so that's why I wrote the copy the way I did. You can use this same formula when revealing a big opportunity and relating it to your audience to show it's perfect for them, then amplifying it and reinforcing it before challenging them to attend.

There is only one other key difference on this page from the Simpler Trading registration page (figure 123).

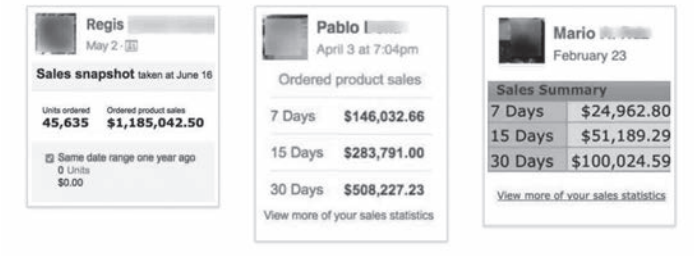


Figure 123. Sample proof elements on registration page

Right below the "Click Here to Register" section, I stuck some visual proof, in the form of testimonials. You might be wondering why I didn't do that for the Simpler Trading registration page. The rationale is this: it is too much for that audience. They are not directly business-seeking people—they are investors. They also have intimate trust in John Carter, and the situation is already vastly outside of the norm, so I chose to omit the testimonials because I didn't want to oversell it and push it beyond the realm of believability. I did not split test this, so I don't know if it would've made any actual difference; I'm just giving you the thinking that went into it.

Why did I use it on the general registration page? Because I know that most of the people who see it are opportunity-seekers or business people, and because I led with how big the opportunity was, this is just another way to reinforce it and show that what I have is different from any and everything else they may be considering or currently trying.

A few more pointers on the registration page:

- **Keep it short, but not too short.** The easier you make it for them to sign up, the less likely they'll attend, and the less qualified they'll be to buy. Make it too long, however, and you can repel the best prospects because you overwhelmed them.
- **Don't make it too blind**. Blind copy is when you don't reveal the subject matter but only speak of the benefits of it. It's okay to have mystery and intrigue, but too much of it can largely affect how many people end up attending.
- **Load time is critical.** You want that page to load as fast as possible. If you use images, make sure to compress them down to next to nothing. My testimonial images are less than 20 KB in total. An old dial-up modem could download that in less than one second, and a phone on a 3G network could do it in about a quarter of a second. Now, before I compressed those images for the web, they weighed in at a total of 120 KB—six times as big means six times as long to load.
- **Consider the audience.** Adjust your registration copy to fit with particular audiences where it makes sense.

Now, let's analyze the thank-you page. Just as I have a different registration page for Simpler Trading people than for the general audiences, so too do we make unique thank-you pages. Let's look at the Simpler Trading thank-you page first. Figure 124 shows the headline.

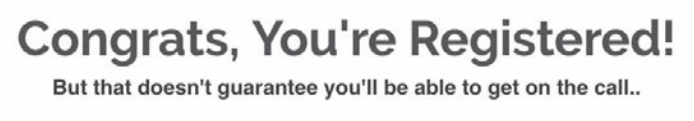


Figure 124. Registration confirmation page headline

This addresses the matter of show rate—just because someone signs up for a webinar doesn't mean they'll attend. I'm happy if I can get a 35 percent show rate in most markets. If you think about it, it's sort of depressing. You could have 1,000 people go to your sign-up page, and if you're good, you get 500 of them to sign up. Now, if only 35 percent who sign up show up, it takes 1,000 people hitting your registration page to get 175 to actually attend.

There are ways you can counteract that. My favorite is to give away money. This will boost sign-ups and show rate substantially, but can sometimes interfere with the thing you're selling. It definitely will bring in a less qualified audience, so use that lightly.

The second way you can counteract this is to heavily stress that there will be no replay on your registration and thank-you page. The upside is that you will get more people to show up. The downside is that you will, in most circumstances, make less money than if you offered the replay.

After the headline, my lead goes:

IMPORTANT! *In a few minutes, you'll receive an email*

from GoToWebinar containing the special link you'll be using to attend this private, live webinar event.

It looks like this (figure 125):

Figure 125. Sample registration confirmation page instructions

What I just did here is so incredibly important that it can't be stressed enough. John Carter's options traders have no idea who the heck Jason Fladlien is or who Rapid Crush is as a company. Yet they just signed up for a webinar that is going to send them, via email, information from Jason Fladlien. If they don't open my email, the chances of them getting on the webinar substantially decline.

I want to establish an inbox relationship with every person who my company interacts with. Regardless of what marketers might think, the most valuable asset for a majority of e-commerce businesses is the email list. By far. Especially for information and technology businesses. There is no easier, more cost-effective, more *personal and comfortable* way to perform marketing communication than email. The more I can get them in the habit of opening my emails, the better off I'll be. That's why getting them to open the first email is critical.

As a result, I don't give them the GoToWebinar link to join on the thank-you page. I make them go to the email to get it. There are a lot of people who sign up for a webinar and then do something else afterwards that doesn't involve checking their email. Hours could go by before they do check their email, under normal circumstances. This is why I try to force the issue, to get them to go to their email immediately after reading the thank-you page.

Instead of just telling them, I show them what it looks like to make it more real and, as a result, more likely for it to occur.

The thank-you page continues:

> *My host for this event is a gentleman named Jason Fladlien, who will be showing you the very same things he has shown, as he quietly helped some of my traders build six- and seven-figure incomes from scratch "trading" in a different kind of "market."*
>
> ***Why You Must Show Up Ten Minutes Early…***
>
> *Jason will be using GoToWebinar for his training, and there is a limit of 1,000 people that are allowed to show up for the live webinar. Once it reaches 1,000, it locks out anyone else who tries to come on.*
>
> *Your best bet is to arrive there at least ten minutes early*

because, while 1,000 seems like a lot of people, the last time we did this we hit 1,000 live attendees in no time flat. So, the next step is to check your email for the details, which will come from Jason Fladlien, and then plan to show up plenty early to make sure you can be part of this amazing live web event.

-John Carter

You can see I aggressively use scarcity here. Don't use it if it's not true. I see marketers all the time saying "We max the lines out fast" on the webinars, and then when they consult with me later, I find out they only had eighty people on live. Please don't lie to your audience. Even if they aren't consciously aware of it, they can usually *feel* if you're misleading them—unless you're a complete sociopath.

In this case, with John's command of his market, there is a distinct and real possibility he will fill up the webinar.

Lastly, I put in John's signature so it is coming from him, not me, because I'm tailoring the promotion to him as much as possible.

Compare that to my general webinar registration page (figure 126). First, the design itself is different.

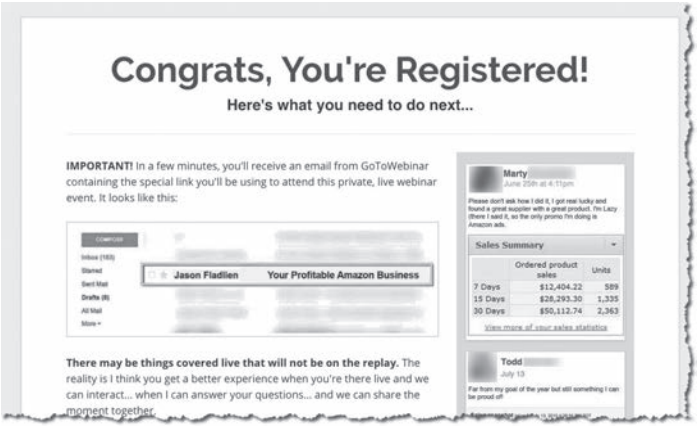

Congrats, You're Registered!
Here's what you need to do next...
IMPORTANT! In a few minutes, you'll receive an email from GoToWebinar containing the special link you'll be using to attend this private, live webinar event. It looks like this:
Jason Fladlien
Your Profitable Amazon Business
There may be things covered live that will not be on the replay. The reality is I think you get a better experience when you're there live and we can interact... when I can answer your questions... and we can share the moment together.
Marty
Sales Summary
Ordered product sales
Units
7 Days
$12,404.22
589
15 Days
$28,293.30
1,335
30 Days
$50,112.74
2,363
View more of your sales statistics
Todd
July 13

Figure 126. Sample registration confirmation page

In this case, I'm employing the same tactic of running testimonials down the right-hand side. Because the registration was focused more on how big the opportunity is, I wanted to put the emphasis on results.

The headline "Congrats, you're registered, here's what to do next..." is not as forceful as the one I used for Simpler Trading, because I do not know if the lines will be maxed out or not. Instead, I just overtly tell them what's expected of them. Directness is a great way to get compliance.

Here is how the copy opens up:

> ***IMPORTANT!*** *In a few minutes, you'll receive an email from GoToWebinar containing the special link you'll be using to attend this private, live webinar event. It looks like this (figure 127):*

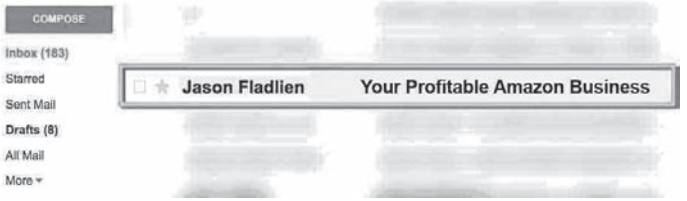


Figure 127. Sample registration page content

> ***There may be things covered live that will not be on the replay.*** *The reality is that I think you get a better experience when you're there live and we can interact...when I can answer your questions...and we can share the moment together.*
>
> *So it is highly recommended that you come live. Hey, you've already signed up, so just make it a priority.*

The first paragraph is the same. The image of the email is different, though, to match the subject line of the actual email.

The next paragraph, "There may be things..." is to create that sense of loss for not attending. In some instances we do, in fact, cut things off and only show them live to make this statement true. I also give them a logical rationale as to why it's better to attend live than to not.

I continue...

> ***My Big Promise to You...***

I will give you the secrets, flat out. I will lay out to you step by step, what you need to do to take advantage of Amazon to sell physical products, 100 percent passively, anywhere in the world.

You will not have to touch or handle the product. You will not have to spend tons of money upfront to get started...you can see results faster than you probably think is possible right now.

Show Up Ready...

I often roll my eyes on most webinars when the presenter recommends you get out a piece of paper and a pen to take notes, and then proceeds to go an hour or two without giving you anything tangible or specific to do. This is not that kind of webinar.

In fact, I want you to commit to yourself to show up ready to act on any and all good ideas you are exposed to that make sense to you. Don't just show up to "learn." Show up to make money, because...Plain and simple, your success is my success.

The copy here goes at length to differentiate this webinar from most webinars they've attended in this past. I'm also influencing commitment—not to come to learn, but to come with the purpose of making money, which I know will help me make a sale.

The page concludes:

> ***We're Here for You…***
>
> *If you need anything before, during, or after the webinar, we are always a mouse click away at http://support.rapidcrush.com—in fact, our average response time to a ticket is just over sixty minutes over a twenty-four-hour, seven-days-a-week measurement. (figure 128)*

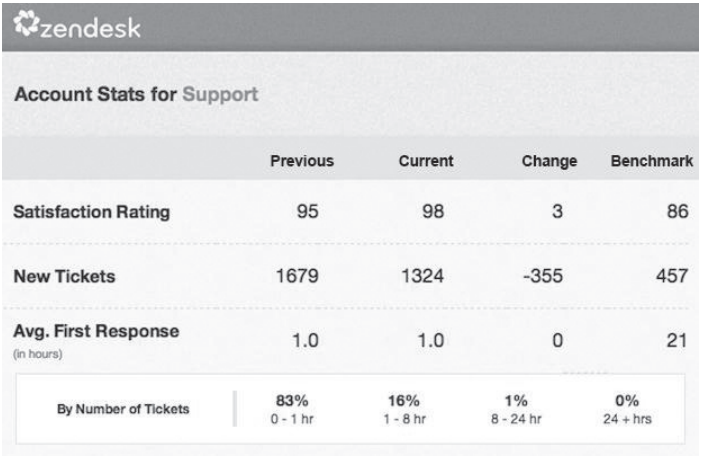


Figure 128. Sample proof used on page

> *I look forward to seeing you on the live webinar!*
>
> *-Jason Fladlien*

Since I know I'm reaching a more general audience that might not get a transfer of trust like the Simpler Trading audience did with John Carter endorsing it, I instead show

proof that we're a company who is here for you and can always be reached for anything. I don't just say it, though, I show and prove it.

From the time they sign up until the time they show up, consider sending specific reminders of different reasons for them to attend. Sell them on the content prior to the webinar. This type of follow-up can go a long way toward increasing your show rate.

Other ideas to consider that can help with your show rate:

- **Fill-in-the-blank document.** Either on the thank-you page or email follow-up, give them a PDF that has some blanks in it that they can fill in as they follow along on your webinar.
- **SMS on the thank-you page.** Simply have them input their phone number if they want to receive a text message reminder. This one is tricky if you have an overseas clientele, as the text to them might go out at 3 a.m. and wake them up. I've had mixed successes with text messaging. I think it's largely situation-dependent, and I don't usually use it.
- **Ask for commitment.** This can be a survey or even a checkbox they click to agree to something that will be helpful to them and increase show rate.
- **Re-target.** Run ads specifically to those who hit the thank-you page, reminding them to make sure they show up.

The above ideas can get incremental improvements, but the most important thing is nailing that thank-you page. Make sure you put the appropriate effort into making that happen.

WEBINAR REPLAY PAGE

When I make the pitch on the webinar, I make a special offer with a deadline. That deadline is usually two to four days from the day the webinar takes place, depending on the offer and other context.

The replay page is our primary tool for the follow-up from when the webinar is over until the offer expires. To understand how important the webinar replay page is, let's talk about attrition.

The best and most common way to promote a webinar is an email list. I want you to imagine that you have a list of 50,000 potential, qualified people who you are promoting your webinar to.

The first email you send out inviting them to sign up via your registration goes out to 50,000 people. How many of those will actually open up the email?

According to MailChimp, one of the largest email service

providers in the world, it's about 20 percent to 25 percent, depending on your industry.[1]

Not everyone who opens your emails ends up reading and clicking through to your registration page. In fact, the average click-through rate is about 20 percent. Check out this attrition:

You started with 50,000 people. Ten thousand people opened (20 percent). Two thousand people clicked through (20 percent). One thousand people signed up to attend (50 percent). Five hundred actually showed up (50 percent).

That's common. I've seen worse. The bigger the list, the more the attrition. But we are not done! I said 500 showed up, not that 500 stayed the entire time. The number of people who are there from when you first started pitching is going to be less than 500. unless you had a 100 percent attention rate, which has never happened in the history of any webinar I've ever done. You probably will have about 425 at close, unless you're really good. Not everyone at close will go the URL you tell them to go to, either. You might have 200 end up on that page.

Fifty thousand to 200!? Why would anyone do webinars? Well, if you got seventy-five of those people to buy a $2,500 item,

1 Email Marketing Benchmarks, MailChimp, February 2017, https://mailchimp.com/resources/research/email-marketing-benchmarks/

that's $187,500. That's why. However, if you stopped there, you might be missing out on a lot more on the follow-up.

Going back to that same 50,000 email list, if we get 10,000 people to click through on the next email, this time directing them to the replay, how does that change things? Assuming we still get a 20 percent click-through rate, we now have 2,000 people watching the replay as opposed to 500 who attended the webinar. We have four times the amount of eyeballs! Granted, they are not nearly as qualified, watching a replay on demand versus showing up live. But even if they convert at a *fourth* of what your live audience did, you'll double your profits on your webinar campaign. It's doable. We do it all the time. In fact, we often make more money from the replay than from the webinar itself because repeated exposure increases conversion.

Everyone who was on the webinar who did not buy has more opportunities via the replay.

This is why most of my webinar promotions follow this email schedule:

Tuesday: email to invite them to the webinar on Thursday.

Wednesday: email to invite them to the webinar on Thursday.

Thursday: email in the morning to invite them to the webinar happening shortly.

Friday: email sending them to the replay of the webinar that just happened.

Saturday: email sending them to the webinar replay.

Sunday: final email sending them to the replay.

This is a six-email promotional campaign, over six days, with half of the emails devoted to getting them to attend and other half getting them to watch the replay.

Figure 129 demonstrates what a good replay page looks like.

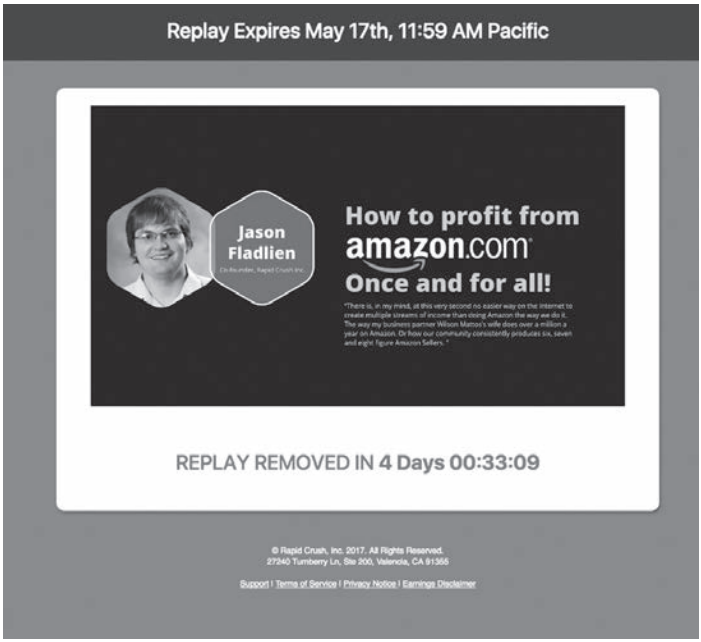

Replay Expires May 17th, 11:59 AM Pacific
Jason Fladlien
How to profit from amazon.com Once and for all!
REPLAY REMOVED IN 4 Days 00:33:09
© Rapid Crush, Inc. 2017. All Rights Reserved.
27240 Turnberry Ln, Ste 200, Valencia, CA 91355
Support | Terms of Service | Privacy Notice | Earnings Disclaimer

Figure 129. Sample replay page

First, we make it expire the same time the offer does. Years ago, we pioneered the replay expiration technique. We were actually ridiculed by most in the industry because their rationale was that they would make sales months or even years later with these replays that they left out in the wild.

Sure, you can and probably will. Or you can force more consumption up front and just make a lot more money. Then in a few months, you can do this campaign again and make a bunch more money. That is common knowledge now in some circles, but it was revolutionary at the time and still is in some markets.

Second, make the video autoplay by default. I cannot tell you how often I see that mistake. Making them click to watch the video will lose at least 15 percent of your audience in most cases. Seriously.

Unfortunately, iPhones disable autoplay by default. So set a thumbnail image for the video that makes it more enticing and obvious to click so you'll minimize those who otherwise won't click.

Third, make the video responsive. We use Wistia for this and almost all of the videos that we have on the web.

Fourth, make the replay easy to stream. You're looking for a bitrate of about 600 Kbps. This is another benefit of slides

over full motion—less information to render, so your videos load faster. Your audio channel alone, if you left it in stereo, can easily take up 100 Kbps. You probably don't need stereo sound for your webinar.

The dimensions of the video can largely affect your bitrate, too. I like a video that is 900 pixels in width by 506 pixels in height. If you use a Mac, compress your videos with a free tool called Handbrake, and you can easily cut the file size in half without losing any noticeable quality.

Fifth, test delaying the add-to-cart button. If you look at the original replay page, there is no button or link that takes them to the sign-up page.

However, once the video player reaches about seventy-five minutes in, like magic, a button shows up below the page.

That button then takes them to the same page we drove them to from the webinar itself: the sign-up page.

The tradeoff here is there is still no delayed add-to-cart button on some mobile devices, including iPhones. There is probably some crazy custom-coding you can do to get around this, but in our case, we just make sure the URL we have on the slide in the webinar will still take you to the sign-up page, and phone users will have to type that in manually.

Usually though, a delayed add-to-cart button works best for conversion, though you should experiment with both options. Sometimes we'll start with a delayed add-to-cart button and then, on the last day of the promotion, the button is available on page load.

One last thing about the replay video—make sure to edit it so it doesn't start out with an audio and visual check. I know that sounds obvious, but I've seen far too many lazy marketers who just grab the raw webinar recording and upload that and use it for the replay.

Find—or, better yet, intentionally create—a start point in your webinar that is perfect to cut to for the replay. That way, when someone loads the replay, it immediately jumps into action, grabbing and captivating them. If you made any serious mistakes or had some technical problems, edit those out as well if it makes sense. Let's look at these stats one last time (figure 130).

Figure 130. Comparison of webinar funnel conversions

A good registration page can double, triple, or even quadruple the amount of people who sign up to attend your webinar.

A good thank-you page can make more who sign up attend your webinar.

A good sign-up page will not present any roadblocks on their way to buying and will enhance whatever positive feelings needed to get someone who is thinking about buying to buy.

A good replay page will not only get those who thought about signing up *to* sign up, but it also gets far more people who otherwise would never see your webinar—and never see your offer—*to see it*.

None of this works without a great webinar, of course, which is why we've put most of the focus there. However, once

you have a great webinar, don't sell it short by neglecting the funnel that surrounds it.

CHAPTER THIRTEEN

WHAT'S NEXT?

If you've made it this far in the book, you probably fall into one of three categories.

- **Category #1:** You're excited to put pieces into place, because you know that little hinges can swing big doors. I'm fairly certain I've given you many such things that can have an impact. Go forward and seize the day and know that, over time, you can continue to add more and more techniques into your webinars and your business that you learned from this book.
- **Category #2:** You are completely overwhelmed by the sheer totality of everything I covered in this book. Overwhelm is a state we choose to put ourselves in, and I suggest you change your state to something more productive. Use category #1 for inspiration, or ask yourself helpful questions such as, "If I could only pick one thing

to do that was easy and fun, what would that be?" Then try it and see what happens. Repeat as needed. There is no failure, only new information.

- **Category #3:** You realize that it doesn't make sense for you to do it yourself, and you'd rather hire my company to do it for you. If you're the right fit for our webinar creation services, we can do wonders for you. But you have to be the right fit.

Here is what we look for when taking on a client. First, it has to make sense economically. Our service is, at the time of this writing, starts at $25,000 upfront, plus 10 percent of the revenue generated from the webinar we create for you.

If your business is in a position where this type of investment would cripple you, hinder your cash flow, or put too much burden and stress on you personally, then it doesn't make sense to partner with us at this time. The reality is that many factors which determine the success of a webinar are out of my company's control. The best webinar with a weak offer is worse than an average webinar with an amazing offer. The perfect webinar with the perfect offer but to the wrong audience will almost always come up short.

With that said, many businesses—especially the ones we work with—have no problem making such an investment. I personally know of hundreds of businesses where $25,000 is chump change. The real challenge is where you put that

capital to work for you. Should you entrust it to us for a webinar, or should you deploy that capital elsewhere?

To help answer that question, let me give you some real-world scenarios. If you feel in line with any of these scenarios, then it'd be hard to imagine something other than a webinar that would give you a higher return on investment.

First scenario. A company contacts us that sells a $19,000 consulting service. Right now, the service is being sold essentially one-to-one. They have a few great salespeople, several good ones and a ton of dead weight—which is almost always the case with any sales force.

They are missing a *marketing vehicle* to help aid and assist their sales force. This is a slam dunk for us, because all we have to do is work backward. We sit down with the top sales agents, determine what they do so effectively when they sell in person, and "can and clone" it so any salesperson can now use this asset. Eventually, what happens is these sales agents, ahead of their appointments, have their prospects watch the webinar. *Then* they engage with them. Sales double as a result, which not only directly makes this company a bunch more profit, but allows them to attract more sales agents from a competing organization in their market.

If you're a company that predominantly relies on sales, adding any type of marketing on top of it is usually a mas-

sive upgrade to your bottom line. In nine out of ten cases, the best vehicle is a webinar.

Second scenario. You are schooled in my friend Jeff Walker's product launch formula, and you've done well. You have a marketing funnel that sends people through a series of three content videos, spaced a day or two apart, that leads them to a sales video at the end, which sells a $1,000–$3,000 offer. You have either never done a webinar within this marketing funnel, or you have, but it didn't perform as expected.

Putting the *right* webinar within this marketing funnel would do wonders for you, and the sooner you have that webinar in place, the sooner you'll start making more money.

Third scenario. You have an audience you can easily reach and who you have already attempted to sell your product to, but they said no. What I learned early on is that new information can lead to a new decision. I was talking on the phone with Kevin Harrington—inventor of the infomercial and "As Seen On TV" brand, as well as being an original shark on Shark Tank—and this is how I put it to him: "It's like the inscription on the Statue of liberty—'give me your tired, your poor, your huddled masses...' Well, give me all the people who you've tried to sell something to but haven't and who you've otherwise written off...and we'll sell them the exact same product but through a webinar, and essentially pull free money out of thin air."

Over the span of three years, to the exact same audience, we did this to the tune of millions of dollars. Every six months, we would do a webinar to the people who hadn't bought the offer yet, and each time, we'd walk away with a new pile of customers and cash. Most audiences that businesses reach and market to get 90 percent sold. The problem is, 90 percent sold or 0 percent sold show up the same on a balance sheet—a big fat zero. The webinars my company creates help get a lot of people from 20 percent or 40 percent or 90 percent sold across the goal line.

Fourth scenario. You have achieved success in a business and you've done well for yourself financially. Now you're being pulled in a new direction—a new startup, a new project that you're passionate to get off the ground. You want to make a difference. This is actually a dangerous position to be in. I remember talking to a couple once who had just exited a business for close to nine figures and were now working on a new company that was going to change the world. The only problem is they had spent 10 million dollars developing this new product without ever putting it to market. They had the luxury of not having to be worried about the bottom line, which is also a curse because it allowed them to be undisciplined in their marketing. They had tinkered with this product for the last four years and still hadn't gotten it off the ground. Only now were they coming to grips that nothing really happens until something gets sold. Simply having a webinar done and available to use to start selling

something would, if nothing else, *psychologically* shift their perspective into getting their product out of the laboratory and into the real world. Now granted, this webinar upfront will probably not make them money because they have no audience. The product is untested and not even in its best and final state. Yet still, for this couple—and sadly, for many businesses—the cost of not having the webinar is much, much greater than having it, even if they have no plan on how to make the webinar profitable yet.

Fifth scenario. You've done webinars before, and you have been successful with them. You could easily take what I taught you and implement it on your own and probably do *better* than what we can do for you. But what's the opportunity cost? Many successful webinar presenters I know become so profitable with webinars that they end up with too many other responsibilities to keep creating and deploying webinars. I was having dinner one night with the CEO of a thirty-million-dollars per year company, and he is one of the best marketers in his industry. He was lamenting how he never gets to do marketing anymore because he has to run the company. The hardest part is delegating to someone else what you are so good at yourself. What often happens is, instead of just getting it done and out the door, you hold on to a hope that somehow, you'll be able to do it yourself. The result is that nothing happens, which is sad because in these scenarios, anything is better than nothing.

Sixth, and final scenario. You like to shake things up. You

have no idea if a webinar even makes sense with what you sell and who you serve. It's a highly speculative activity to engage in. But you spend more significant amounts of money on other speculative endeavors that don't carry nearly the upside of what you think a webinar could. I've made my fortunes playing in this territory. I've also struck out fabulously with this approach. It is risky *if* you only look at the performance of the webinar, because 50 percent of the time it'll fall flat on its face. But 50 percent of the time it will create a breakthrough, a disruption, a complete shift in your industry. The catch is this: paying out the $25,000 can't cause you to lose even a second of sleep. As one successful entrepreneur told me early in my career, "Hey, if nothing else, it's a write-off."

If you see yourself in one or more of the following scenarios above, here's what you should do next: send an email to support@rapidcrush.com, say you're interested in wanting to hire us to create your webinar for you, and we'll send you an information packet giving you more details. If, after going through the information packet it all makes sense to you, then contact us again and we'll start doing discovery to make sure we're the right fit, and go from there.

If you're unsure but think there is merit to working with us, then feel free to email support@rapidcrush.com, and we'll send you the information anyway. Nothing ventured, nothing gained, right?

Know this: My primary goal in writing this book was not to increase my deal flow. As hokey as it sounds, I am tired of seeing bad webinars polluting the Internet and annoying customers. Plus, I am just fed up seeing a lot of great businesses unnecessarily struggling because they can't figure out how to unlock the powers of webinars.

The thing that would make me happiest is for you to use something in this book to help you obtain something positive in your business or life that otherwise would go unrealized. Then I just ask for you to contact us at support@rapidcrush.com and share your story. It's really the story I'm after.

Oliver Wendell Holmes said, "Man's mind, once stretched by a new idea, never regains its original dimensions." That's what I have attempted to do with this book. Just like a newly-created webinar, it's time to put it out there and see what happens.

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I'm sure I missed several hundred more people. I'll make sure to get you on the second edition.

ABOUT THE AUTHOR

JASON FLADLIEN is called the $100 Million Dollar webinar man for good reason—the webinars he has created, produced, and consulted on have broken the nine-figure mark in revenue.

Through his company, Rapid Crush, Inc., Jason has pioneered many of the best marketing practices you see used on the web today.

As a client put it: "Jason makes millionaires."